

OCTOBER 1957

THE REPORTER OF

Direct Mail

advertising



UNION BAG CAMP WINS DMAA GOLD MAIL BOX

Confidence Paper Wins Henry Hoke Award

There's No Business Like Show Business

Customized Direct Mail Helps Double Dale Grouper Enrollments

WHO?...WHERE?...WHAT?...

YOUR DIRECT MAIL LIST IS IN THE PONTON CATALOG!



**PONTON LISTS ARE COMPILED
BY IBM ELECTRONIC EQUIPMENT
FOR MORE THOROUGH COVERAGE OF
ACCURATE LISTINGS. FULL SELECTION
ELECTRONICALLY CONTROLLED.**

Complete from A to Z... a compendium of professions, trades, manufacturers, wholesalers, dealers, agents, income brackets, vocations, home owners, hobbies... over 12,000 alphabetically classified lists.

United States or foreign... it pin-points the list for you to find your prospects... Open new markets, or expand existing ones... find virgin research areas... even locate lost customers. Whatever your need, if the list can be compiled on the basis of available and substantial evidence, it is in the PONTON CATALOG or we will build one for you with PONTON ELECTRONICS. The PONTON LIST guarantees comprehensive area coverage... electronic selection to eliminate human error... instantaneous compilation. When we act as your direct mail department, every detail is ours from addressing to mailing.

PONTON has available 115 million names... carefully and accurately set-up to include both individual and business names.

PONTON

knows your prospects... BY NAME!

W. S. PONTON, Inc.

Sales Office and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.

Phone: ENglewood 4-5200

New York Phone:
Murray Hill 7-5311
(direct connection to Englewood)



"direct mail
works
for us !

*...and one of the reasons
is because we got to know
our printer better."*



The success of a direct mail program begins at the planning stage. Good advertising men like Charles S. Downs find that at this point it pays to call in the man who knows best how to put an attractive showcase around fresh ideas. He's your printer.

Today's printer is more than a craftsman. He's an idea man, too, and an expert in helping you find the most attractive and effective way to present selling ideas economically. He's a happy combination of ideas, service and skill. And to help your direct mail programs succeed, this combination is yours for the asking.

You'll like working closely with your printer, lithographer or screen processor. We know because we've done it for years in bringing them the quality papers they need to serve you best — *the most complete line in the world!*

The Mead Corporation, Dayton 2, Ohio.

Sales Offices: Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta



CHARLES S. DOWNS

Vice President and Director
of Public Relations and Advertising
Abbott Laboratories
North Chicago, Illinois



QUOTING our clients is a pleasure!

For instance, here's what one [u]s wrote us: "The good service you give us certainly makes our job easier."

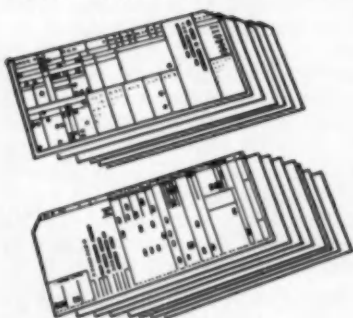
Another writes: "The response to this mailing was the greatest we ever had." Hope you can use this kind of service.

MAKROGRAPH CO., INC.

39 Water St., New York 4.

"Successful Direct Mail Service Since 1920."

BUtling Green 9-7777.



High Speed ADDRESSING from PUNCHED CARDS

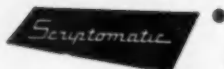
Publishers, direct mailers, associations, address directly from Scriptomatic card masters (IBM, Remington-Rand, Samas, etc.) to tape, wrappers, envelopes, booklets . . . from one machine . . . with these advantages:

- 1 Low cost card masters
- 2 Automatic in-filing and extraction
- 3 Mechanized statistical audit.

Write for File "Scriptomatic Methods."

SCRIPTOMATIC, Inc.

300 North 11th Street, Phila. 7, Pa.



S-709

THE REPORTER OF Direct Mail advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 20, Number 6

October, 1957

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PRESS RUN THIS ISSUE:.....	10,000 COPIES

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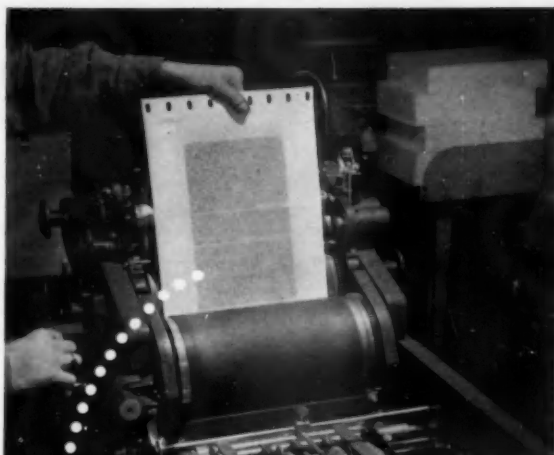
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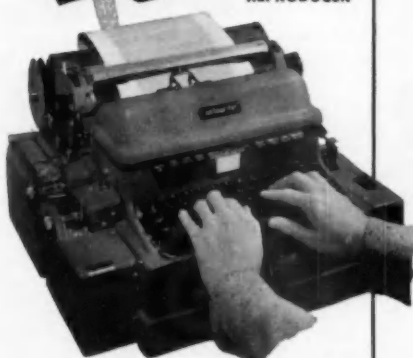


**SET PERFECT JUSTIFIED COPY ON
DIRECT IMAGE PLATES FROM
TAPE ON THE Friden**

Justowriter®



REPRODUCER



RECORDER



Sales and service throughout the world

This is a sample of Justowriter composition

Justified copy can be set on any type of direct image plate on the Justowriter, automatic tape-operated composing machine . . . giving you low cost professional looking composition. And, it sets this justified composition directly on the plate automatically, without errors from punched tape. Now you can set composition for your price lists, parts lists, office forms, catalogs, manuals, bulletins, sales literature, house organs — all your printing jobs, small or large, right in your own office !

Here's how easy it is . . . one keyboarding on the Justowriter Recorder produces visible proof and a punched tape. This tape operates the Justowriter Reproducer to set sharp, justified copy directly on any direct image plate or reproduction proof paper at 100 words per minute . . . automatically. Fully justified, errorless plates set on the Justowriter give you better looking copy, longer runs, professional printing and more important tremendous economy.

Authors' alterations or changes can be made automatically by duplicating the tape. As small tapes can be stored easily, bulky plates can be discarded.

The Justowriter will save your company money on every word of composition, every printing job.

Friden Calculating Machine Company, Inc.
San Leandro, California

UPPER INCOME PROSPECTS

100,000 department store executives: presidents, vice presidents, general managers, merchandise managers, buyers.

20,000 Manufacturing Executives in the women's wear, men's wear, children's wear, footwear and home furnishings fields.

These are fresh new lists, formerly used with great success in a limited field. They are now being offered for wider use for the first time.


Fairchild executive lists are guaranteed accurate, addressed with individual names . . . available by financial rating of retail store. These lists have been carefully compiled and are rigidly maintained. They are the best retail lists available anywhere.

Channel your direct mail to top echelon people with ability and authority to buy.

For further information or a copy of the Fairchild Mailing List Catalog, call or write:

**MAILING LIST DIVISION
FAIRCHILD PUBLICATIONS**

7 East 12th St.
New York 3, N. Y.
ALgonquin 5-5252



SHORT NOTES

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **NOT ALL NEWSPAPERS** believe direct mail is a four letter word beginning with j. **The New York Herald Tribune**, for one, even loves big "Occupant" mailings. They used a big one to herald the return of their "Tangle Towns" \$75,000 cash contest. In a mass mailing under Bulk Rate Permit No. 1, Brooklyn, N. Y., **The Trib** covered Long Island with a four-page, two-color news stock broadside . . . mailed to "Occupant" addresses. It was flashy, flamboyant . . . but fascinating. Should bring back a lot of the subscription coupons which were included.



□ **CUMMINGTON CORP.** has introduced a new eight-station collator called the Model 85A. Designed for compactness, the light machine handles sheets from 5" x 7" to 11" x 14" in weights



ranging from manifold to 110 lb. ledger. Gathers up to eight sheet sets at rate of 16,000 per hour. You can get more information on Model 85A by writing to Cummington at 718 Beacon St., Boston, Mass.



□ **HOW ABOUT SOME APPLAUSE FOR MISS PEARSON?** Although the DMAA overlooked her in September, there's a quiet young lady down in Washington who's doing a really big letter "copy" job . . . for every taxpayer in the country. She's a former college English teacher named Miss Kay Pearson. Miss Pearson has been working for the Hoover Commission to revamp Govern-

ment long-winded letter writing . . . which eats up an estimated \$4 billion per year in paper gobbledygook. She hopes to save taxpayers \$75 million a year by teaching pompous government letter writers to get to the point. Miss Pearson is getting results . . . and should get everybody's applause.



□ **PRICES ARE NO PUZZLE** if you buy printing from Mineola Lithographers, Inc., 70 E. 2nd St., Mineola, N. Y. They give customers and prospects a neat and complete "rate card" price schedule showing exact cost of sizes from 8½" x 11" to 22" x 34". We've always wondered why more printers haven't taken the cue from publishers and created attractive rate cards. Mineola Litho is one printing firm which has . . . and their handsome card rates plenty of attention.



□ **WANT TO REACH THE CATHOLIC PRESS?** Try the new 1957-58 edition of **The Catholic Press Directory**, just published by the Catholic Press Assn., 150 E. 39th St., New York 16, N. Y. It lists 130 newspapers and 429 magazines specializing in Catholic coverage. Association executive secretary G. Roger Cahaney tells us this group represents the largest specialized press in the country. Complete with a host of statistics and other Catholic press information, the directory sells for \$3 per copy.



□ **PRODUCT EXPOSURE DEPT.:** William Becker, advertising and sales promotion director of Bartmann & Bixer, Inc., 339 5th Ave., New York 36, N. Y. really knows how to get product exposure. B&B manufactures curtains and draperies. Mr. Becker sent a clever, cartooned letter to 150 advertising agency account executives who specialize in home furnishings accounts. His offer: a free "24-Hour Prop Service" . . . lending B&B curtains and draperies for background settings in magazine ads, publicity shots and TV commercials. The letter, designed

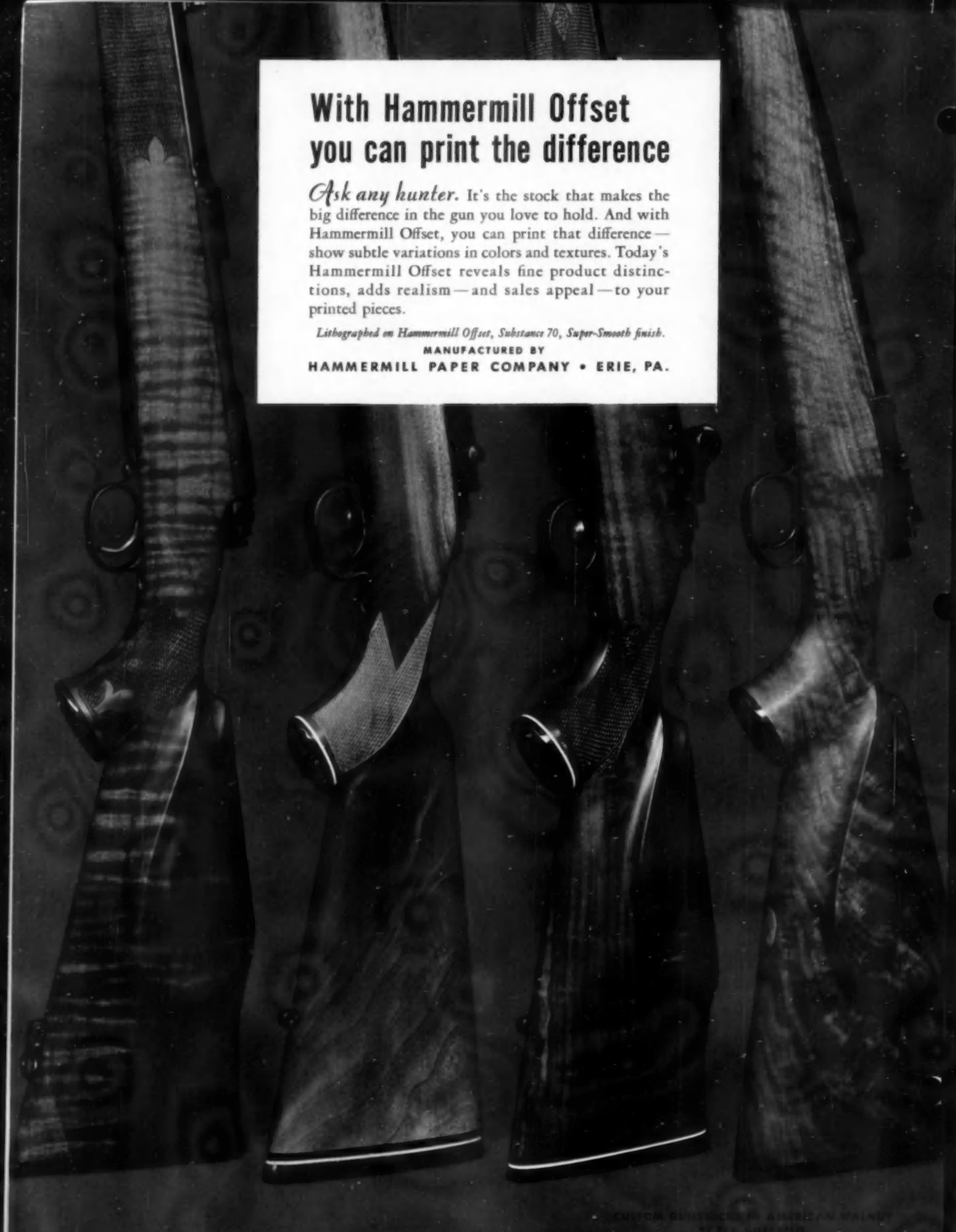


CLEAN AS THE NEW HAMMERMILL BOND. It isn't often that you will see a speck of dirt in Hammermill paper nowadays. Every bit of pulp that goes into any Hammermill paper gets a final cleaning through centrifugal equipment that whirls any impurities out of the pulp—equipment that Hammermill spent a half million dollars to invent, develop and install. This extra step makes Hammermill Bond cleaner than ever. Another reason why it *prints* better, *types* better, *looks* better. Hammermill Paper Company, Erie, Pa.

—yet

**HAMMERMILL
BOND** costs no more

—and actually less than many other watermarked papers



With Hammermill Offset you can print the difference

Ask any hunter. It's the stock that makes the big difference in the gun you love to hold. And with Hammermill Offset, you can print that difference—show subtle variations in colors and textures. Today's Hammermill Offset reveals fine product distinctions, adds realism—and sales appeal—to your printed pieces.

Lithographed on Hammermill Offset, Substance 70, Super-Smooth finish.

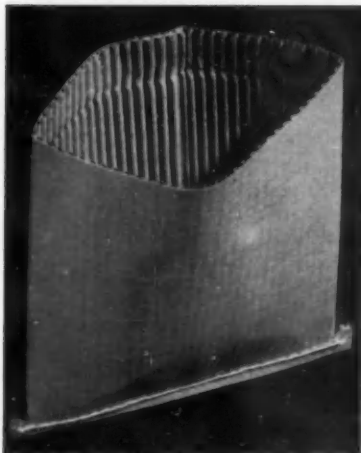
MANUFACTURED BY
HAMMERMILL PAPER COMPANY • ERIE, PA.

CUSTOM GUNSTOCKS BY AMERICAN WALNUT
ST. LOUIS, MO.

to "help you out of those situations when you need accessory items to use with your client's products" is getting exceptionally large response from agencies, reports Mr. Becker.



□ **MAIL ORDER MAILERS** should be interested in a new cushioned shipping bag called Corro-Bags . . . manufactured by Sherman Paper Products Corp., 140 Oak St., Newton Upper Falls, Mass.



50% lighter than conventional filled bags, they are made of single-wall corrugated sheets . . . offering perfect protection for material inside. You can get samples and available sizes by writing to Sherman at the above address.



□ **"COULD YOU RESIST** running your finger over these samples?" asks Don Rogers in a novel letter from The Rogers-Miller Co., 335 2nd St., N. W., Canton 2, Mo. R-M specialize in raised process printing, and Don's unusual letter was comprised of two sample raised printing cards, inviting prospects to try the process. His question was typed as a footnote underneath the tipped-on cards. (Like most everybody else, Don, we couldn't resist fingering your message in relief).



□ **THE ADVERTISING CLUB OF NEW YORK'S** 34th Annual Advertising & Selling Course kicks off on the 7th of this month . . . with an impressive line-up of 28 lectures and 7 clinics. More than 13,000 agency, publisher, manufacturer and retail graduates have come through this time-honored series during the past 33 years. Each year, the Monday and Thursday night sessions have helped professionals and beginners alike learn more about basic principles of successful advertising, selling marketing and merchan-



selling empty space— by direct mail

Good distribution, key to the hustling American economy, makes empty warehouse space a vitally needed "product".

To keep prospects posted on the benefits of public warehousing and to turn them into customers, Miller Warehousing Corp., Little Falls, N. Y., uses direct mail created by Hickey Murphy Division of James Gray, Inc.

Hickey Murphy *knows* warehousing . . . knows the people who need warehousing . . . and knows how to create and produce effective, *convincing* direct mail . . . from copy draft to finished piece.

No matter what your product or service, Hickey Murphy creative service may help you do a better selling job. Send for your free copy of How To Put Action Into Your Direct Mail—and ask to see the case history file.

the

HICKEY MURPHY
division of
JAMES GRAY INC.

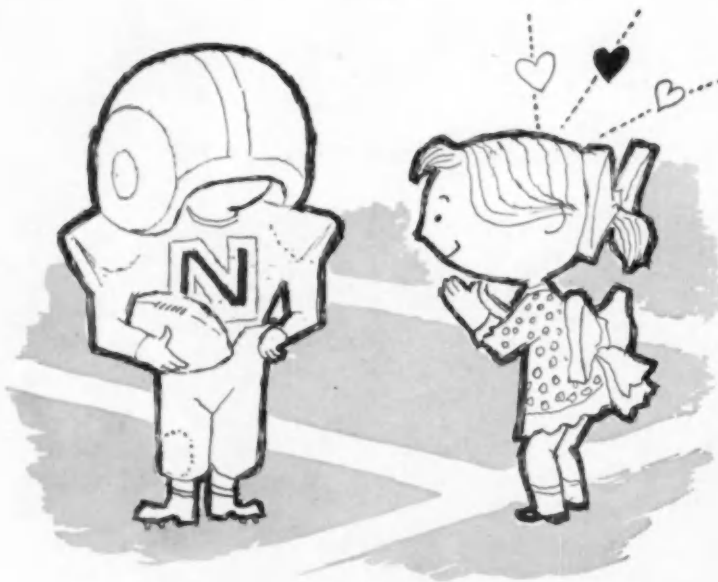
216 East 45th Street

New York 17, N. Y.

MUrray Hill 2-9000

neenah says:

some people
never see you ...
only your
letters ...



They never come into your office,
never see your face, never clasp your
hand, yet they do business with you
through your letters. So make your only
impression the best impression.

Use a fine cotton fiber bond by Neenah
for your business letterheads.



You can help create a
letterhead that helps your
company succeed. The
first step is to ask your
printer for a free copy of
the second series of "The
Right Letterhead for You."



neenah paper company

A DIVISION OF KIMBERLY-CLARK CORPORATION
neenah, wisconsin

dising. This year's course is chairmanned
by Horace H. Nahm, president of Hooven
Letters, Inc., New York ... who's done
a bang-up organizing job.



□ **AN UNUSUAL "BABYLONIAN"**
FOLDER was created by Bert Garmise
Associates, 509 Madison Ave., New York
... to promote **Publishers' Weekly** Fall
Announcement Number. Because all pub-
lishers are familiar with the publication,
Garmise's job was to produce an unusual
reminder. Art director Al Boker and copy
chief Art Cone did it ... by spending
many hours in the Metropolitan Museum
of Art digging up original Babylonian
art and colors. Their folder theme: "Books
are no longer baked in ovens. Today,
Nebuchadnezzar would be delighted with
this handwriting on his wall. For it
brings good tidings of **PW's** Fall An-
nouncement Number. ..." Unusual treat-
ment.



□ **THERMO FAX COPYING MA-
CHINE USERS** can now get a gummed
and perforated copy paper for reproduc-
ing mailing labels. Made by Minnesota
Mining & Manufacturing Co., the new
paper makes it possible to produce 150



labels per minute with the machine. Mas-
ter list is typed on ordinary paper, then
run through the Thermo Fax with the
gummed paper ... which picks up the
exact image. The new paper is available
in 8½" x 11" and 8½" x 14" sizes. You
can get more information by writing to
3-M Co. at Dept. S7-274, St. Paul 6,
Minn.



□ **COFFEE BREAK MERCHANDIS-
ING;** **Business Week** magazine did a
bang-up job merchandising the advertis-
ing success story of Lehigh, makers of
Take-A-Break office coffee dispensing
machines. Beautifully printed, heavy stock
folder showed a secretary dashing with
a hot cup, under the headline: "We
Sweeten the Boss's Coffee." Her flight
was toward a die-cut "President" door
... showing the prexy behind it reading
Business Week. Inside spread featured a
testimonial by F. E. Shumann, Lehigh



7-girl saving... with new PB Mail Inserting Machine

ADVANTAGES

- **Speed**—capacity up to 6,000 an hour. Available in 1-to-4 station models.
- **Accuracy**—automatic detection of errors before envelopes are filled.
- **Simplicity of setting**—can be adjusted to any job in minutes, without special tools or skills.
- **Feeding**—is friction type, handles wide variety of material from invoices and statements to checks and tabulating cards.
- **Ease of operation**—all controls handy on one side.
- **Versatility**—handles widest range of envelope sizes—from 6 by 3 1/4 inches up to 12 by 6 inches; even nests enclosures inside one another while inserting.
- **Compact design**—with straight-line, self-centering feed; all moving parts enclosed.
- **Preferred meter postage** (1st or 3rd class) is provided by an optional hookup with a PB postage meter.
- **Backed by Pitney-Bowes service** from 105 branches, coast-to-coast, in the U.S. and Canada.

This new Mail Inserting Machine can stuff envelopes as fast as eight experienced girls—save as much as \$7 per thousand pieces on some mailings! It gathers, nests, inserts into envelopes as many as four different kinds of enclosures...and closes, seals, counts and stacks—up to 6,000 envelopes an hour! An optional postage meter machine hookup simultaneously provides preferred metered mail postage—first or third class.

PB's new "3100" Mail Inserting Machine replaces costly inserting by hand... obviates hiring hard-to-find extra workers, or the wasteful and demoralizing diversion of office people from their regular duties... avoids the usual hump in overtime to make mailing dates. Mailings can be made more quickly and scheduled more accurately. You can make far wider use of the mails to promote your product or service.

Even one big mailing a quarter may make the "3100" worthwhile! Ask the nearest PB office for a demonstration, or send coupon for free illustrated booklet and case studies of actual savings.



PITNEY-BOWES Mail Inserting Machine

Made by the originator of the postage meter... leading manufacturer of mailing machines. 105 branch offices with service coast to coast in the U.S. and Canada.

PITNEY-BOWES, INC.
5752 Crosby St., Stamford, Conn.



Send illustrated booklet on the "3100"
Mail Inserting Machine, and case studies.

Name _____

Address _____



TOPOPHONE

In early America, the topophone helped river pilots sound out a course. Today, when you want to sound out a new product, a new service or a new idea, use result-getting Reply-O-Letter.

You get 30% to 40% greater results with Reply-O-Letter — at lower cost. Why? Because the reply card is actually engineered into the letter — never leaves the letter until the recipient uses it.

And at Reply-O, top writers and artists help you put your message across. There is no charge for this help. But naturally, it can be offered only to those who can use direct mail in reasonable quantities.

For a quarter of a century Reply-O-Letter and our Creative Group have been an unbeatable combination — one you will like having aboard as you sound out your own direct mail course.

Send for our free booklet, "The 3 R's of Direct Mail", today.

REPLY-O-LETTER

7 Central Park West
New York 23, New York



SALES OFFICES: BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO

chairman of the board, telling the **Business Week** advertising result story. An influential mailing for the magazine which "influences management men."



□ **AUTOMATIC MAIL "FACING" & CANCELING** was demonstrated by Pitney-Bowes, Inc. at the 14th Universal Postal Union Congress held in Ottawa, Ont., Sept. 15. P-B unveiled a brand new machine specially designed to break



one of the worst bottlenecks in postal handling. The device automatically "faces," postmarks and cancels mixed mail carrying adhesive stamps. Mail is fed from a batching table by conveyor belt at speeds up to 30,000 pieces an hour. Machine works through electronic units which "recognize" stamps . . . then trigger canceling dies and stacker gates.



□ **TAG LINES:** When it comes to merchandising the work they do, Rothchild Printing Co. (tag producers), 52 E. 19th St., New York 3, N. Y. does a whale of a job. Recent letter and sample mailing from them showed the benefit of using hang-tags to bring out hidden values in merchandise. Enclosed tag showed how Brand & Oppenheimer used tags to showcase tipped-on piece of Fahrenheit garment interlining (Material which couldn't be seen inside garment lining). Rothchild's letter and B & O tag enclosure made a convincing story for the "hidden value point-of-purchase" idea.



□ **PACKAGING-U. S. A.**, the weekly newsletter of new developments in packaging, is now being published by our good neighbors, Graphic Magazines, 53 Hilton Ave., Garden City, N. Y. Published every Monday morning, the four-pager contains a capsuled wrap-up of items reviewed from more than 50 pub-



business begins
with the printed word

Mornings, your favorite newspaper informs, entertains, keeps you up to date. Through the day, magazines, reports, documents speed and smooth the progress of your work. Without the printed word, business as we know it could not exist for a day.

INTERNATIONAL PAPER



GREATER VALUE

NEW HUDSON GLOSS®

A new, white, process-coated paper, Hudson Gloss gives you higher quality at low cost. New super-calendered finish gives brighter, higher gloss for better letterpress printing of catalogs, cook books, house organs, time tables, travel folders, booklets and broadsides, using 110-120 line halftones. Available in 50, 60 and 70 pound weights through leading paper merchants.

OTHER FINE QUALITY MILL BRAND PRINTING PAPERS BY INTERNATIONAL

ADIRONDACK BOND	SPRINGHILL MANILA TAG
ADIRONDACK LEDGER	SPRINGHILL VELLUM-BRISTOL
BEESSWING MANIFOLD	TICONDEROGA OFFSET
INTERNATIONAL DUPLICATOR PAPER	TICONDEROGA BOOK
INTERNATIONAL MIMEO SCRIPT	TICONDEROGA TEXT
INTERNATIONAL TI-OPAQUE	TICONDEROGA TEXT, Coverweight
INTERNATIONAL OFFSET	LOUISIANA COLORED TAG
SPRINGHILL BOND	OTIS BRISTOL
SPRINGHILL MIMEO	HUDSON BOOK
SPRINGHILL DUPLICATOR	HUDSON COVER, C1S
SPRINGHILL INDEX	HUDSON LABEL, C1S
SPRINGHILL COLORED INDEX	HUDSON LITHO, C1S
SPRINGHILL POST CARD	EMPIRE BOOK
SPRINGHILL WHITE TAG	WINN BOOK also CONVERTING PAPERS



You can now get the new Hudson Gloss sample book through your local paper merchant. Call him for your copy.

Printed by letterpress on
Hudson Gloss, Basis 70.


International Paper COMPANY
 FINE PAPER AND BLEACHED BOARD DIVISION
 220 East 42nd Street, New York 17, N. Y.

lications carrying packaging news. **Packaging-U. S. A.** is edited by Bob Long, graphic arts expert who also edits GM's **Gravure** and **Flexography** magazines. Subscription to the weekly newsletter is \$30 per year.



□ **BASEBALL'S GAME OF MUSICAL CHAIRS** (you can't tell the teams without a road map) provided a hot direct mail idea for two Los Angeles agencies. When Beckman, Hamilton & Associates merged with The Edwards Agency (at the height of talk about the Dodgers' western arrival), 2500 L. A. business firms received a smart announcement headlined:



"There is a new team in Los Angeles . . . Not by way of Ebbets Field, either." Photo showed Milt Beckman and Edwards' Eddie Koblitz "choosing up," baseball style in their new office at 915 N. La Cienega Blvd. Copy pointed out how the new combine of Beckman, Koblitz, Inc. was "major league in every respect," and urged advertisers to "add our potent bat to your starting line-up."



□ **KNOX ASSOCIATES, INC.** of Toledo, Ohio, did a beautiful job of explaining their business counseling and operating services in a recent booklet. The 12-page prospectus with wrap-around cover outlined in detail how Knox helps general management, sales, merchandising, distribution, market research, office systems and procedures. A real creative approach for a consultant. You might write Knox in the Bell Bldg., Toledo 2, Ohio, and ask them to send you a copy.



□ **ATTENTION RESTAURANTS:** Patricia Murphy's Candlelight Restaurant, Manhasset, L. I., has a wonderful idea for children's menus. They simply print the small fry bill-of-fare on a large red label . . . then paste it on the back of a Bugs Bunny comic book. Here's an idea



accentuate and emphasize the basic in planning your direct mail campaign. cupples personalized envelopes give the maximum sales impact to your direct mail advertising, because they are designed for your specific purpose. let our art department assist you in the development of your next envelope mailing. it's as simple as a, b, c. cupples envelope co. inc., 360 furman st., brooklyn 1, new york: telephone tr 5-6285. offices in boston, philadelphia, washington

so it *doesn't* work . . .



If you wind up with a broken leg, or a damaged budget, or a lost sale . . . then doing-it-yourself becomes a pretty dangerous occupation. When manufacturers try to produce sales promotion on their own hook (with the aid, perhaps, of their friendly neighborhood printer), we must raise a loud anguished cry of protest. *Sure*, you can do it yourself! It needs no particular talent to write in good English, to design acceptably, to print inexpensively. Unfortunately, the adequacy of amateurs very rarely produces results. The extraordinary — in ideas, in art, in copy, in production, and in the sales which result from their combination — can only be produced by specialists. And in sales promotion, the name to call on when you need a specialist is



KGA INC. A SALES PROMOTION SERVICE AT
10 EAST 49TH STREET, ELDERADO 5-1530

which could make a smart direct mail promotion. Get a local list of children . . . send them the comic book menu, with attached note telling them to "bring Mom & Dad" to your place.



□ "MANY ROADS TO GLORY" is the title of an impressive, illustrated booklet recently published by American Trucking Associations, Inc., 1424 16th St., N.W., Washington, D. C. It's a stirring documentary of the big job trucks have played in battle . . . in war production . . . and in survival. Illustrated with many World War II, Korea and Civilian Defense action photos, the 36-page public relations effort does a masterful job of telling the story of trucks at war. You can get a copy by writing to ATA's Public Relations Dept. in Washington.



□ ONE OF THE MOST UNUSUAL NEWSLETTERS WE'VE SEEN is the brand new one published by Goodren Products, transparent display producers at 263 William St., Englewood, N. J. Theirs is a real product sampler . . . printed entirely on acetate. Titled the *Goodstix Newsletter*, newsletter No. 1 was produced in a king-size 8½" x 20" format. Short editorial style point-of-purchase items were displayed on alternately colored and white panels running down the sheet. Write and ask Goodren to put you on their list if you want to see a really good attention-getter.



□ "MY VACATION MEMORIES" made a clever mailing from Swivelier Co., Inc., 42-44th St., Brooklyn, N. Y.



A large accordion-fold self-mailer cartooned Hy Brandman, sales manager of the lighting product company, in 14 different vacation scenes. A cartoon balloon in each showed the sales manager thinking about different Swivelier products. At the end of the series of cartooned "vacation memories" was a photo of

Brandman in his office. "Back at my desk," concluded the copy, "I hope you all enjoyed your vacations as much as I enjoyed mine . . . and that you'll enjoy this coming Autumn even more, thanks to smashing Swivelier sales."



□ A FREE FACT-HOLDING FILE is offered to potential office photocopying machine buyers by Peerless Photo Products, Inc., Shoreham, L. I., N. Y. "There is no one best photocopy process," says Peerless. "Each has its specific usefulness — certain types of work that it can do better than other processes." To help buyers find the facts, Peerless has compiled a "comparative chart" file folder for holding copyholder literature from various manufacturers. A constructive, broad-minded sales approach.



□ A NEAT "DEMONSTRATION" LETTER from Century Letter Co. showed large mailers how they can get a real run for their money . . . with Century's Tri-Color Process. Century's promotion demonstrated how letterhead, letter, second color, halftone illustration and blue signature can all be produced . . . in one single press run. Quality of the piece looked good to us. Century claims the process can whittle direct mail printing costs by 50%. You can find out how by writing to Ed Ward at 48 E. 21st St., New York 10, N. Y.



□ DRAMATIC DIE-CUTS can really sock home a direct mail message. Two excellent examples in the mail last month were folders from Inserting & Mailing Machine Co., 1225 Broadway, New York City and Akers Motor Lines, Gastonia, N. C. Inserting & Mailing's piece was headlined: "New Phillipsburg I & M Brings Home The Sales Bacon." Inside was two illustrated strips of bacon, realistically die cut as part of the folder. Akers piece promoted the advantages of shipping via their modern fleet of tractor-trailers. A die-cut, accordion fold tip-on showed a line of four trailers in dramatic perspective. For more about die-cut dramatics, see "There's No Business Like Show Business" on page 36.



□ ENVELOPE ECONOMIES, published by Tension Envelope Corp. has devoted another entire issue to Color in Advertising. A few years ago the external house magazine made a big hit with an issue which examined color theories. The new study outlines and describes practical applications of

among direct mail products...

SEN-BAK* IS DIFFERENT!

*SEN-BAK is a patent applied for product of General Office Service Inc. • 527 6th St. NW • Washington 1 D C

THE PRODUCT

The SEN-BAK unit consists of a window carrier envelope, a die-cut window letterhead, and a business reply card, reply envelope, or special order form bearing the name and address of the prospect. The reply piece is fabricated to the letterhead—thus the one addressing shows through both windows—functioning as personalization for all three elements—the envelope, letter and the reply. This feature guarantees permanent positioning and easy tear-off. When assembled, Sen-Bak's personalized elements tied in with headline copy, make it an extremely effective direct mail piece.



PRODUCED

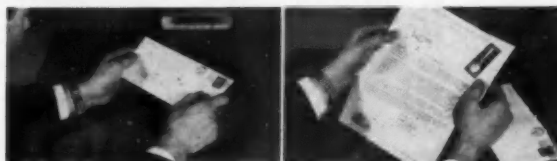
The SEN-BAK mailing unit is produced with specialized high speed equipment for economy and precision handling. The reply piece is mounted without the usual costly hand operations. Note: This product can be addressed through the open window either before or after machine inserting in the carrier window envelope. Reply forms are designed to give you ample room for display copy. Simple checking and easy tear-off features demand immediate response.

MAILED

SEN-BAK units have usually been produced for addressing by the user's own mailing department or mailing house. However, complete addressing and mailing facilities are available at General Office Service, Inc.

RECEIVED

These functional features get action:



your prospect's name here and on the letter, too



he likes pull-off feature and no filling in—just "check"



in the mail today and on your desk tomorrow!

The prospect's name and address show clearly for sure delivery. There's no slipping in the window!

WILL IT WORK FOR YOU?

YES is the answer! SEN-BAK has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, and fund raising groups. The versatility of seven different business reply formats make it fit in on practically all mailings.

THE COUNTRY'S FINEST ART AND COPY

SEN-BAK provides its users with versatility in talent. Creative services are available—from both the SEN-BAK staff and from a nation wide free lance group of artists and copy writers—to best meet our customer's needs.

REPRODUCTION

All SEN-BAK letters and reply elements are handsomely lithographed in the colors of your choice. Only the most competent craftsmen and the best equipment are employed in the production of this product.

TESTING

Testing of SEN-BAK is encouraged and recommended. Results speak for themselves. They are the basis for the amazing popularity growth SEN-BAK has enjoyed with budget-conscious experienced mailers.

DELIVERY

SEN-BAK deliveries are speedy and dependable. For over 34 years General Office Service, Inc. has kept its customers happy with deadline delivery of quality work.

COSTS

SEN-BAK is economical, having been mechanically produced throughout. Its unusual pulling ability gives you a bonus in low cost per reply. Prices and complete details are contained in the SEN-BAK KIT.

SPECS, TESTIMONIALS, SAMPLES



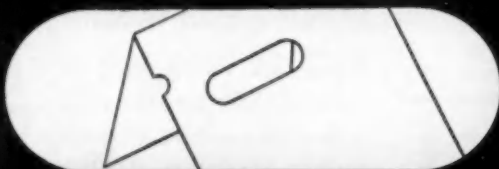
The Sen-Bak kit gives you complete easy-to-use layout guides, expressive letters from users, and interesting samples. This kit is free for the asking, without obligation. It will be rushed to you by return mail, so write TODAY on your company letterhead. No representatives please.



GENERAL OFFICE SERVICE • INC
527 SIXTH STREET NW • WASHINGTON 1 DC • NA 8-5348

When results are important...

People who know turn to—



RETURN-A-CARD!

- Complete creative departments
- All-Under-One-Roof Production

Write or call for more information

**SALES LETTERS
INCORPORATED**

155 West 23rd Street — New York 11, N. Y.

Telephones: WAtkins 9-2680, 2681

SALES OFFICES: Newark, Philadelphia, Chicago

*Where a Promise
Chase is a Sacred
thing*



Direct Mail Service Corporation

12 EAST 46TH STREET • NEW YORK 17

PHOTO-OFFSET • SKILL • MULTIGRAPH • COOPERATION • MIMEOGRAPH
ADDRESSING • DEPENDABILITY • COMPLETE MAILING SERVICE

MAY WE SERVE YOU?

MURRAY HILL 7-2930

If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage. Write for information—no obligation.

DeMutator M. V. Willemsparkweg 112
Amsterdam, Holland

**ORIGINAL
ART**

artists inc.

Add Sparkle to your advertising with top quality original art. Use monograms, hand-lettering and drawings in letterheads, catalogs, labels and packages for product recognition and prestige. Send sketch or ideas for return mail quotation.

5400 S. Greenwood Ave.
Chicago 15, Ill.

MAKE 'EM FEEL IMPORTANT!

Personalize your advertising with Club of the Month Club pads. Your "daily billboard" in the buyer's pocket, for 1c per day. Write for details and samples.

SATIRE, INC.

Personalized Direct Mail
734 No. Brand Blvd., Glendale 3, Calif.

WE KNOW BUYERS OF PRINTING WANT

fast service • good work • competitive prices

These principals are the backbone of our business. Let us quote you on your next printing job. Your inquiries will merit our most earnest attention.

ST. MARYS PRINTING & LITHO

325 S. Wayne St. St. Marys, Ohio

color in advertising and merchandising. Written under the direction of Charles Wilson and James Devin of Potts-Woodbury, Inc., (Tension's advertising agency in Kansas City.) the issue gives direct mail tips for using color on envelopes, inserts, etc. It's loaded with color ideas. Write to Tension at 19th & Campbell Sts., Kansas City, Mo. and ask them to send you a copy.



AT MASA'S WASHINGTON CONVENTION LAST MONTH...

Harry J. Maginnis, executive manager of the Associated Third Class Mail Users was named winner of the Miles Kimball Award—highest honor in direct mail. Harry received the honor from Mail Advertising Service Assn. International for his legal activities in behalf of the entire industry. He helped avert the threatened 3rd Class Mail embargo last April...



MAGINNIS

McCOLLUM

and has been a constant crusader in the effort to point out to Congress the crucial role direct mail plays in the nation's economy. . . . And at MASA's annual Business Meeting during the convention, Giles B. McCollum, vice president of Reuben H. Donnelley Corp. was elected new president of Mail Advertising Assn. International. He served MASA International as a board member since 1954; was treasurer in 1955, and vice president last year.



ROOM SERVICE MAGAZINE is running a postcard campaign which is bound to be saved. Prospective advertisers will receive a series of six cards highlighting the value of advertising in RS. Next month, one of the names on the mailing list will be drawn from a hopper. If the prospect can produce the six cards, he will get an expense-paid week vacation at the Roney Plaza Hotel in Miami Beach, Fla. And a note to secretaries says "If you make sure the boss gets these cards—and he wins—we'll have a gift for you."



THE LARGEST COMBINATION of sheet-feed lithographic presses in the country has been installed at Eastern Colortype Corp., Clifton, N. J. The new



LETTERS

COLOR PHOTOGRAPH BY ANTON BRUEHL

On their way...at 84 miles* per hour!

From the time they leave your desk, your letters really hustle. Tomorrow, in many cases, they will be received clear across the nation.

All this speed is bound to involve handling and abuse. That's why an ever-increasing number of compa-

nies are printing their letterheads and envelopes on HOWARD BOND.

Without being expensive, HOWARD BOND is very strong. Without increasing your stationery budget, HOWARD BOND gives you letterheads of fine character, excellent feel, ex-

ceptional crispness. For quick proof, ask your printer or paper merchant to show you "Bondtown, U.S.A.", the new HOWARD BOND portfolio.

✓ ✓ ✓

*An engineer's estimate of the speed attained by letters after falling twenty floors.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Printed on Maxwell Offset



Howard Writing • Howard Posting Ledger

Basis 80—Camberra finish



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Camberra finish

COLOR PHOTOGRAPH BY ANTON BRUENL



equipment, a 5-color 77" press backed by a 2-color press of the same dimension, was built by Harris-Seybold Corp., Cleveland. As many as 64 pages of a 9" x 12" book can be produced in one run on the combination. The 5-color press can deliver as many as 20 colors at a time with special color dividers . . . while split fountain on the 2-color mate can produce 7 colors in one run.



□ **DON'T SELL ME; I'LL SELL YOU, DEPT.:** A letter being sent to direct mail advertisers by Desk-Sign Manufacturing Co., Philadelphia, reads: "Gentlemen: We have recently received your direct mail solicitation. Your presentation is interesting and attractive, but does not fit into our needs at the moment. This must be true with many of those who received your message. Your desire of course is to produce orders. It is in this connection that we have a very pertinent suggestion how you can make your mailings pay extra dividends without extra cost . . . etc." The "pertinent suggestion" is that mailers sell D-S nameplates, through envelope inserts. The "without extra cost" means D-S sells the 8½" x 3½"

one-color inserts for \$10 per M. (Dear Desk-Sign Co.: Your presentation is "interesting," but does not fit into our needs at the moment. This must be true with many of those who receive your message . . .)



□ **AIR FRANCE** has launched a new external house organ called **Jet Trails**. Published every other month, the slick 4-page newspaper is designed for world travelers. First issue contained world calendar of events, international shopping hints, gossip and human interest items for globe trotters. Air France will mail **Jet Trails** regularly to their extensive list of world travelers' travel agencies and commercial accounts. If you're interested in news about the international set, write to A. F. at 683 5th Ave., New York 22, N. Y. and they'll send you the new publication.



□ **SYLVANIA'S "SYLVA-LUME,"** an award-winning lighting system, is profiled in a beautiful 6-page brochure published by the electric products company. Sylvania's new system was "Best of Show" winner at the 4th National



DMAA's 1957-1958 BOARD OF GOVERNORS

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Not Present: M. P. Brown, The Success Corp., Fort Worth, Tex.; Robert B. Clark, Jr., Strathmore Paper Co., West Springfield, Mass.; George Cullinan, Harry Schneidman, Inc., Chicago, Ill.; R. Douglas Myles, MacLean-Hunter Publishing Co., Toronto, Ont., Can.; M. Virginia Parsons, Parsons Asso., Inc., and Scriptomatic-Texas, Inc., Dallas, Tex.; Howard M. Turner, James Lees & Sons Co., Bridgeport, Pa.

Watch your
Sales Develop
with SellVelopes



full color
illustration
on your
mailing
envelope

. . . and you can
follow through
with full color
letterheads at
this startling
low combination
price . . .

100 M { Letterheads
Envelopes

only 16.85
per M FOR BOTH



Send for FREE
samples and details

COLORTONE PRESS

2412-24 17th St., N.W., Wash. 9, D. C.

NAME

FIRM

STREET

CITY & STATE

COLORTONE
press

2412-24 17th St., N.W.
Washington 9, D. C.



IF YOU MISSED THE CONVENTION

...let us bring the
convention to you!
(or even if you were here...)

We gave away hundreds of these "Idea Packs" at the DMAA Convention. If you missed the Convention, or failed to stop by the Tension Booth for your big free "Welcome Envelope"—this is your chance to get one.

It's jam-packed with scores of ideas. Outstanding envelope samples, direct mail winners, packaging systems. Includes free copies of the brand new issue of ENVELOPE ECONOMIES — "Color For Your Advertising", and the famous Tension ENVELOPE GUIDE. Here in one handy, compact book you'll have listed, for fingertip reference, all standard envelope sizes, description of specialties and envelopes in stock. Write today! Give us the opportunity of suggesting an "ATTENTION-GETTING" Envelope for you!



TENSION ENVELOPE CORP.

Campbell at 19th Street
Kansas City 8, Mo.

New York 36, N.Y. Des Moines 14, Iowa
St. Louis 10, Mo. Kansas City 8, Mo.
Minneapolis, Minn. Ft. Worth 12, Texas

FREE FROM TENSION!

"Idea Pack" — a giant envelope full of envelope ideas — plus the latest issue of ENVELOPE ECONOMIES — "Color for your Advertising," and a complimentary copy of Tension's famous ENVELOPE GUIDE. Mail coupon below!

TENSION ENVELOPE CORP.
Campbell at 19th Street
Kansas City 8, Mo.

Rush me, without obligation, your free
"Idea Pack" of Direct Mail information.

Name _____
Firm _____
Address _____ State _____
City _____

318

Electric Industries Show this year. Illustrated in full color, the brochure shows how the system creates different luminous ceilings to suit different interiors. The mailing piece also explains five "Sylva-Lume" design possibilities and describes installation. You can get a copy by writing to Sylvania Electric Products, Inc., Wheeling, W. Va.



☐ U. S. SAVINGS BONDS have received a big promotion boost through the help of the Treasury's National Direct Mail Committee. The six-man volunteer group has helped create and distribute a wide range of Savings Bond direct mail used by cooperating mailers. At the opening luncheon of DMAA's Washington Convention last month, the six committee



members were honored with special citations from Secretary of the Treasury Robert B. Anderson . . . "in appreciation of patriotic cooperation with the U. S. Savings Bonds program." Shown here at the convention are Treasury National Direct Mail Committee members (left to right) Leonard J. Raymond, Dickie-Raymond, Boston; James Connell, Connell Associates, Washington; Earl A. Buckley (chairman), The Buckley Organization, Philadelphia; Boyce Morgan (vice-chairman), Boyce Morgan Associates, Washington; John D. Yeck, Yeck & Yeck, Dayton and Edward N. Mayer, Jr., James Gray Inc., New York. (For more about the DMAA Convention, see *Scuttlebutt* on page 63).



☐ REMINGTON RAND is producing a program designed to unveil the "mysteries" of electronic computers for laymen. "How The Computing System Works For You" is the first in a series of RR booklets which will explain data processing and what it can do. The illustrated 36-page primer takes readers on a literary tour of the Univac Electronic Computing Center in New York, describing in simple language the units of the systems and how they work. You

NOW RAPID FILM LETTERING TO ANY SIZE YOU WANT

Reduced or Enlarged...
Positive or Negative
Still only \$1 a word!

With our newest equipment, Rapid Film-Lettering gives you a choice of lettering styles in *exactly* the sizes you need for your layouts or mechanicals, eliminating the usual delays and expense of stats.

No minimum. No extras. Round-the-clock service. All styles. Glossy prints for reproduction. Mail deliveries anywhere in U.S.A. Order from Style Book DM. Free on request.



**RAPID
TYPOGRAPHERS INC.**
305 East 46 St., N. Y. 17
Murray Hill 8-2445

What the Devil DOES Dickie-Raymond Do?

We specialize in direct mail advertising and sales promotion. We write sales letters, booklets, folders, sales material, and complete mail campaigns, using successful techniques based on 36 years of *getting results* on problems like your own.

We handle no magazine, newspaper, radio or TV advertising. We are concerned only with selective markets that can be reached direct.

We know the direct mail strategies that will produce sales leads at low cost. We've learned how to get top advertising readership. Dealers and distributors like, and use, DR-prepared cooperative campaigns. People say we know our business — a state of affairs which grows from knowing *theirs*.

Let us tell you more about our service. A request on your company letterhead will bring you a descriptive booklet.

DICKIE-RAYMOND

Direct Mail Advertising • Sales Promotion Counsel
NEW YORK, 225 Park Avenue, Murray Hill 4-3610
BOSTON, 470 Atlantic Avenue, Hancock 6-3360

THE NATIONAL ADVERTISING AGENCY AND ITS PLACE IN DIRECT MAIL



by Robert M. Marks

It is true. Many national advertising agencies, small as well as large ones, shy away from involvement in direct mail work. They are just as reluctant to handle direct mail for their regular clients who use commissionable media as for prospective clients who may come to them seeking help on direct mail. The reason usually given by agency management is that "direct mail is too much work, you can't make money with it."

Now, all of this may be perfectly o.k. with the readers of this magazine because many of you believe — and rightly so — that the average ad agency has no understanding of the very specialized problems of direct mail or mail order advertising, so why be concerned whether agencies do or do not want direct mail?

The answer is that if you can find the *right* agency and if you are sound enough as a business man to make sure the agency does make a reasonable profit on the work it does for you, you stand a good chance of doing a much better job with your direct mail. What's more, you could eliminate a lot of headaches you may get from doing it yourself and possibly save money at the same time.

How and why is this possible?

1) *An agency with real experience and background in direct mail and in national advertising can bring a broader point of view to your problems because of a wider range of activity in all phases of advertising and selling.*

2) *The marketing, research, art and production services of such an agency give you benefits you are not likely to receive from "free lance" people or piece-meal vendor services.*

3) *The service charges of an accredited agency (above the actual cost of materials and labor) should be less than your actual cost if you are properly cost accounting all of your expenses in handling your direct mail.*

Direct mail is as much an integral part of advertising as magazines, newspapers or TV programs. As head of a national advertising agency handling fairly large accounts in space media I want to see our organization do direct mail work.

If we ignored or played-down direct mail we would be failing in our job because we believe we exist to accomplish what is best for our *client*, not what is best for *us*. We do not hesitate to recommend direct mail to clients at the expense of commissionable media or even in place of commissionable media if that is what we believe the *client* needs.

For example:

One of our clients, the largest retail chain in its field with stores in 43 states, considered the use of national advertising space. We studied their problems and objectives and put a

budget of \$300,000 into direct mail with no space or air expenditure at all. For this client we developed, from scratch, the largest retail direct mail advertising program in the nation today. It accounts for 17% of their annual sales (in the millions) and was the basis of the first scientific sales measurement job ever done in the retail direct mail field.

For another client:

We took over the account when its total expenditure was in newspaper advertising. Our study showed that direct mail could substantially increase sales. So we established, including every small detail, a complex program of direct mail which accomplished the expected results.

Our background, experience and daily work includes every phase of direct mail down to the mechanical details of list maintenance systems.

No matter how little or how much you spend in direct mail, we would like to discuss with you how we may be able to serve you. The name of the agency is Robert M. Marks & Company, Inc., 32 East 57th Street, New York 19. Phone, PLaza 3-5924.

Please send me your mailing list recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAM MADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: SPing 7-7460
 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

*Want more sales
from your direct mail?*

TRY THE INDUSTRY-BY-INDUSTRY*

method—a new direct advertising approach, as described at the DMAA convention. Nothing else like it on the market. Readership and sales returns are incredibly high.

Write, phone for details, or a representative.

DIRECT ADVERTISING ASSOCIATES

21 East 40 St. New York 16, N. Y. ORegon 9-0638

*Copyright, 1957, Direct Advertising Associates



READY-TO-USE ART PREPRINTED MAILERS FOR CHRISTMAS

Hurry! Get generous free samples and prices of these time- and money-saving art proofs for Christmas. Just clip and paste. Wonderful for offset. Ready for instant use and surprisingly inexpensive. We'll also include samples and prices of our Christmas cards, Christmas "Longies" and Christmas "Vue-Mailers."

HARRY VOLK JR. ART STUDIO
Pleasantville 24, New Jersey

CUT PAPER HANDLING COSTS

with

SORTKWIK

... the invisible finger tip magic for

COLLATING, SORTING, FILING.



● Collating press releases with SORTKWIK in Burroughs Public Relations Division.

So easy to use—SORTKWIK creates greaseless, stainless, tacky film on fingers to pick up papers quickly, easily. Saves time, saves fingers from irritating rubber fingers and messy sponges. Speed of paper handling limited only by dexterity of operator. Clerical costs go down—clerical production goes up.

Ask your stationer for Sortkwik or send \$1.00 for trial offer of two regular size containers



LEE PRODUCTS CO.

DEPT. RD-11, 2736 LYNDALE AVENUE SO.
MINNEAPOLIS 8, MINNESOTA

can get a copy by writing to Remington Rand Univac, 315 4th Ave., New York 10, N. Y.



□ **A NEW PREMIUM SALES DIVISION** has been established at Eureka Specialty Printing Co. . . . to serve advertisers' premium, specialty and incentive printing needs. Through the new division, Eureka will supply a varied line of both custom designed and stock coupons, outserts, seal books, folders, gift tags, etc. The new unit will be directed by general sales manager J. W. Young. Eureka's plant at 530 Electric St., Scranton, Pa. is one of the country's largest producers of trading stamps and coupons.



□ **"13" IS A LUCKY NUMBER** for Mrs. Kay Laird of Graphic Service, Inc. Talbott Bldg., Dayton, Ohio. Just 13 years after she joined the firm as typist, Kay was named vice-president of the firm. When she first applied for work at Graphic in 1944, Kay wrote on the application form: "I want to be fair with you. I have no intention of staying in any company for over five years. Please don't expect me to change my mind." Today, as Graphic's general manager, Kay Laird is a national authority on direct mail production . . . and a frequent speaker at meetings and conventions. Shown here cutting Kay's



anniversary cake (decorated with stamps) is Mrs. Betty Pitzer (left), Graphic production manager. The new vice president (right) looks happy that she changed her mind on that employment application statement.



□ **DIRECT MAIL STATISTICS** keep popping up everywhere. The other day we were flipping through a booklet showing results of a subscriber survey made by **Prevention**, a monthly consumer health magazine. The magazine took a cross section of 5,000 of their subscribers and sent them a question-

The APPLETON COATED Paper Company's

POLYCHROME

DULL COATED BOOK

meets every quality requirement for superior

Annual Reports

Smooth non-glare surface . . . friendly to the eye . . . pleasing to one's sense of refinement



SEE NEXT PAGE FOR
PORTFOLIO OF SAMPLES

THIS INSERT IS PRINTED ON WHITE POLYCHROME, 80 LB.

In addition to being the perfect paper for Annual Reports . . .
assuring no troublesome light reflection, high fidelity of
halftone reproduction and smooth coverage of color tints . . .

POLYCHROME

is also ideally suited for catalogs, brochures, house
magazines, folders, illustrated letters and mailing pieces
which must register a quality impression. All eight colors,
plus white, provide a versatility of choice to harmonize
paper with message. Prints equally well, letterpress or offset.



WRITE for the Polychrome Portfolio

containing paper samples and specimens of attractive
jobs printed on Polychrome.

50th year



**the APPLETON COATED
PAPER COMPANY,** 1250 North Meade Street
Appleton, Wisconsin

THIS INSERT IS PRINTED ON WHITE POLYCHROME, 80 LB.

naire asking about the products they buy. Tabulations were made from the first 1,500 forms returned. While mostly about vitamin and medical brand preferences, two questions stood out: (1.) **Q:** How did you happen to subscribe to **Prevention**? **A:** Received ad in mail: 62.7%; Recommended by friend: 18.1%; Other: 17.3%. (2.) **Q:** If you buy supplements, where do you purchase them? **A:** By mail: 66.3%; Health Food Stores: 38.5%; Doctor: 12.3%.



□ **A NOVEL APPROACH TO PRODUCT INTRODUCTION** was created by Walter Kiddie & Co., Belleville, N. J. for their new 20 and 30 lb. portable fire extinguishers. Kiddie is supplying their 150 dealers with full color post-cards which picture the bright red extinguishers sitting in beach chairs at



the sea shore. Dealers will mail the imprinted cards to customers, with the simple message: "Here are a couple of beauties I met on the beach in New Jersey this summer. How would you like an introduction to them?" While the light approach might not create a wave of excitement, it's a novel method of introducing a new product which is actually a life guard.

□ **ADVERTISING FEDERATION OF AMERICA** has opened a second headquarters . . . in Washington, D. C. The new office at 734 15th St., N. W. will give AFA on-the-spot representation in the nation's capital, and will provide authoritative information to 30,000 members about government activity relative to advertising. The Washington headquarters will be directed by William D. Treadwell, veteran capital newsman.



□ **ERIC SMITH & ROBERT HEMMINGS**, owners of Burroughs Direct Mail Advertising in Los Angeles, have branched out into public relations. With Guy Halferty, p.r. director for the City of Lakewood, they have formed Halferty, Hemmings & Smith . . . a new public relations and publicity firm headquartered at 2617 So. Broadway, Los Angeles. In addition to the City of Lakewood, the agency's accounts include City of Hermosa Beach, Canvass Specialty Mfg. Co. and several California architectural firms.



□ **AUTOMATIC WRITING MACHINES** and other tape-operated machines are featured in a handsome new booklet titled "Friden IDP Products In Action." Published by Friden Calculating Machine Co., 1 Leighton Ave., Rochester 2, N. Y., the 28-page booklet illustrates and describes integrated data process applications with the Flexowriter and other machines. Presented in vivid flow-chart style, each page gives a concise description of the equipment in action. You can get a copy by writing to Robert Waples in Friden's Publishing & Printing Dept.

Over a two-year period, Monogram Art Studio has won more awards than we can count for promotion pieces we did for others. But, like the star shoe-shine boy who walked around with his own shoes dirty, we never promoted ourselves.

Then we did a series of promotion pieces about Monogram which won a DMAA award.

But frankly we'd rather turn in shining performances for our clients. Like a recent campaign we did for our client General Electric that got a 24% response (And won an award from Direct Mail Advertising Association)

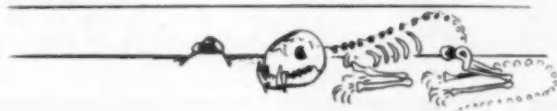
Whether you want awards or results, chances are we can help. How about your next promotion? Shine?

1957

MONOGRAM SHINES AGAIN

PLAZA 3-8874

A SHORT, SHORT LESSON IN LETTER WRITING



NEVER REVEAL IMPATIENCE —

mw

M. W. FINKENBINDER, FULTON, MO.

*"Money has value and usefulness only
in terms of what it will buy . . ."*



UNION BAG-CAMP PAPER CORP. CAMPAIGN IS TOP DIRECT MAIL LEADER OF 1957

**Spectacular 16-piece Currency Series Selling A "Five-Star Service
Plan" For Multiwall Bags Wins DMAA's Coveted Gold Mailbox Trophy**

UNION BAG-CAMP PAPER CORPORATION HAS DONE IT AGAIN! Four years ago, Union Bag came up with a spectacular campaign which thrilled the direct mail fraternity. Their dynamic "Yoon Yun" entry into the corrugated box field not only captured top berth in the Direct Mail Advertising Association's annual competition . . . but also won the reputation of being the most impressive campaign in the history of the medium.*

The enthusiastic reception this year's top award winner received at

*The behind-the-scenes story of the fabulous "Yoon Yun" campaign was detailed in the April, 1953, *Reporter*.

DMAA's Washington Convention clearly indicates . . . *Union has done it again!*

Union Bag-Camp Paper Corporation took the top-honor Gold Mailbox trophy this year for a dramatic, historical and impressive campaign . . . designed to accomplish nine specific objectives for their Multiwall Bag Division.

Multiwall bags, those rugged containers used by cement, fertilizer, feed, chemical and other heavy-product manufacturers, are a hard thing to romance in print. As a standard work-a-day packaging product, most Multiwall manufacturers for all in-

tents and purposes had the same thing to sell.

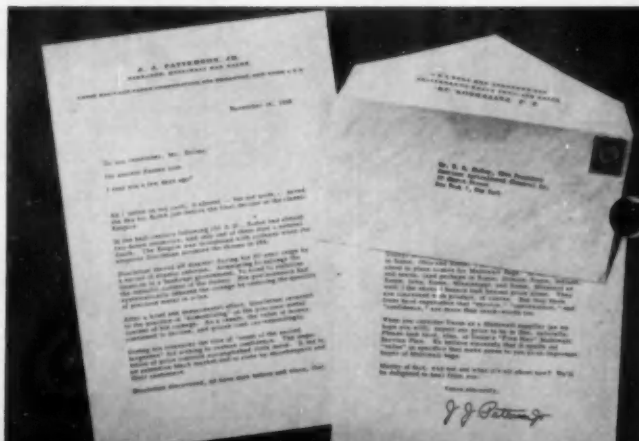
Until Union decided to spell out the difference through a smart marketing plan.

Like Union's debut in the corrugated box field five years ago, their Multiwall bag campaign strategy was the result of a brilliant team effort. Research, design, marketing, sales, package engineering and advertising departments worked together with the advertising agency. The task they outlined for themselves was to develop and promote a powerful plan which would:

1. Increase brand preferences for Union Multiwall bags.

1. First mailing in the award-winning currency series was a beautiful boxed teaser opener . . . appropriately mailed First Class from Rome, N.Y. The felt-lined box contained a real Roman tetradrachm coin minted over 16 centuries ago. The personally filled-in message on the back of sales director J. J. Patterson's business card explained briefly that the Roman Emperor Diocletian "had budget problems, too. I'm writing you about it."

2. Two days later, this 2-page letter from Mr. Patterson was mailed . . . with a personal fill-in over the "Do you remember the ancient coin I sent . . ." headline. Letter gave an interesting historical account of some exciting days in Roman economy, showing how Emperor Diocletian finally discovered "money has value and usefulness only in terms of what it will buy." By defining the true value of money and Multiwalls, rest of the letter pointed out why "shrewd buyers look beyond price alone."





In addition to providing attention-getting vehicles for the campaign, interesting background stories of monies (as well as case histories supporting the value analysis theme) were exploited by close cooperation with the Publicity Dept. Here (left to right) R. C. Hagel, president of Smith, Hagel & Knudson; and G. W. Donaldson, Union Bag-Camp director of advertising & sales promotion discuss one of the unusual money mailings with Union Bag-Camp publicity director, T. E. Freston.



New information turned up by the mailings was incorporated into the sales program to increase its effectiveness. Checking preliminary plans and schedules here are Union Bag-Camp's W. E. Shorter, vice-president and general sales manager (left); and F. H. Meendsen, vice-president of marketing.

2. Demonstrate that although original cost, quality, production facilities are comparable among major multiwall manufacturers, there are major dollars-and-cents differences when all costs are evaluated.
3. Spell out the areas of service which, individually or collectively, can constitute this difference.
4. Demonstrate and document Union's superiority in each of these areas.
5. Build stature of Union representatives as packaging consultants and specialists—help them gain an audience in companies where competition is solidly entrenched.
6. Reach top executives who salesmen usually don't have a chance to see personally.
7. Help unearth new prospects for Union Multiwall bags.
8. Act as a continuing reminder—between and after salesmen's calls—of how Union Value Analysis works to Multiwall users' advantage.

9. Sell a complete packaging concept that can be implemented by and coordinated with trade advertising and publicity.

History Repeats Itself

Taking a hard look at their product, their competition and their market, Union's marketing management produced a sales approach built on *plus advantages* over and above the physical product. Instead of merely offering a good, serviceable bag, they developed a complete "Five-Star Packaging Efficiency Plan" which would give Multiwall users:

1. Outstanding package design.
2. Tested counsel on bag size construction.
3. Packaging machinery guidance and coordination.
4. Money-saving specifications control.

5. Comprehensive factory service.

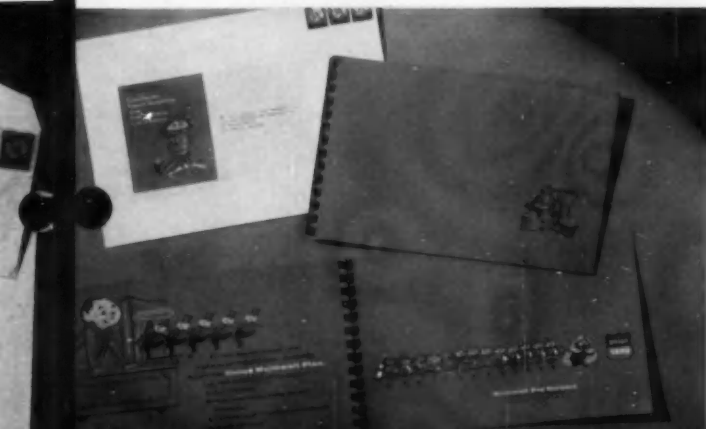
This was Union's big Multiwall story . . . a streamlined sales approach which sold "service" from start to finish. When it came to planning, creating and producing the vehicles to put the story across with maximum impact . . . history repeated itself:

The same creative team which produced "Yoon Yun" went into action.

Collaborating with the dynamic creative team of Union's agency—Smith, Hagel & Knudson—was Gene Donaldson, Union's director of advertising and sales promotion. Gene carefully planned initial strategy of the campaign. After weeks of sift-

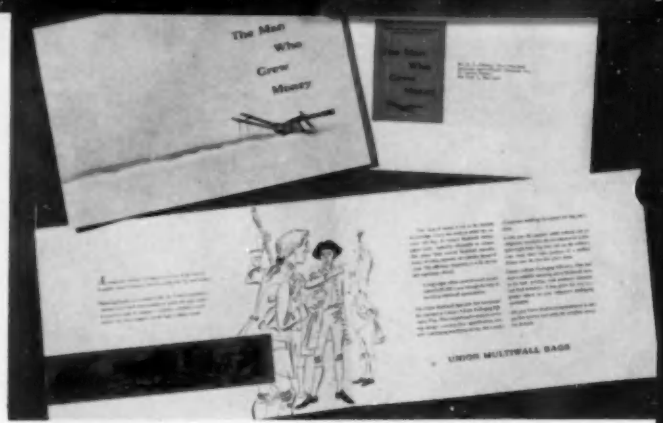
3. A week later, the selective list of Multiwall prospects and customers received the story of "dolars" and "dollars" . . . told in this cutely cartooned, silk-screened booklet. Using only right-hand pages of a blue, 26-page format, short lines of copy and cartoon characters unfolded the "Financial manipulations of one Jurgen von Schlick", and how his currency capers resulted in the name "thalers", "dolars", then "dollars". In a neat tie-in with Union's "5-Star Plan", booklet pointed out why you should be concerned with what dollars buy.

4. The following week, this handsome piece of cloth was mailed, similar to the Massachusetts-milled cotton variety used by white and native traders in colonial days. A printed letter on the miniature bolt told how the African corruption of the word "American" named this currency "Merkani". "For millions of men and women," said the copy "money has not been paper bills or metallic coins, but Merkani . . . or anything that has represented value. The test of an expert buyer is not price alone. The real standard is price received."





5. Having established recognition impact with the fast frequency of the first four pieces, the rest of the campaign pieces were sent monthly. This multi-colored folder came at Christmas time . . . as a pause in the selling approach. Cover pictured a 1516 taler which depicted the biblical wise men of the East. Inside, was the simple and dignified message: "May the New Year bring you the gifts of well being, achievement and peace of mind."



6. "The Man Who Grew Money" was the story in this American history vignette. Copy told how an American colonist who happened to live in the state of Franklin—later Tennessee—could grow his own money. Because of the dearth of metal coins, legislation was passed to make produce or goods legal tender. Copy transposed neatly into a short case history of how a large sugar refiner saved \$310,000 through Union's "5-Star Plan" . . . pointing out real value of money.

ing and organizing all of the Five-Star Plan's many plus factors, the agency melded them into a single common denominator which would make a powerful, important campaign theme. It was . . . *Money*.

In view of the campaign's proposed objectives, this theme was a natural. High on the list of Union's nine objectives were two specific references which pointed directly to the importance of mediums of exchange: OBJECTIVE 2: ". . . there are major dollars-and-cents differences when all costs are evaluated."

and
OBJECTIVE 3: "Spell out the areas of service which, individually or collectively, can constitute this difference."

Here was the "big idea." Here was the focal point from which rose the campaign's continuing, thought-provoking message:

"Money has value and usefulness only in terms of what it will buy. The test of an expert buyer is not alone the price he pays. The real

standard is value received."

Drama Instead of Drums

In presenting this sound "value received" message, no attempt was made to beat prospects over the head with a screaming "price" story. Instead, the creative approach was carefully planned so "value" would be emphasized in an entertaining, informative and inspirational way.

What emerged was an irresistible series of "spectaculars," each dramatizing an interesting highlight in the history of monetary exchange.

Ray Hagel, president of Smith, Hagel & Knudson, was the creative spearhead responsible for weaving the history of money and Union's Five-Star Plan into a cohesive and continuous drama.

Each piece in the series moved with action, building a story line and characterization . . . leading to a climax and solution in truest dramatic form. If taken from the printed page as is, most any of his copy efforts

would make top-notch sound-over-film narration for a documentary motion picture.

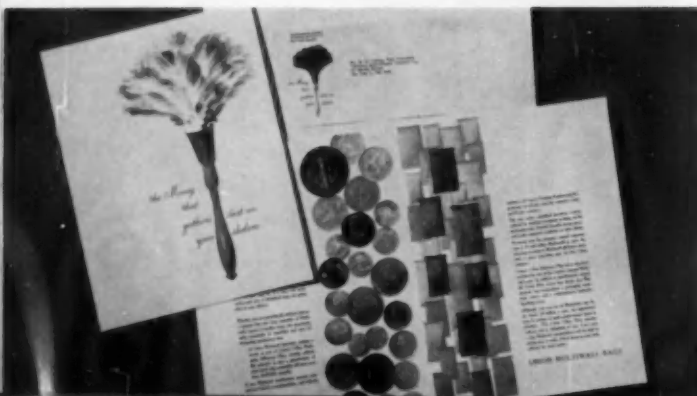
It was with this dramatic, interest-holding flair that the "scenario" for the Multiwall money campaign was created. Extensive research into the history of different mediums of exchange produced a wealth of factual material on which the theme "value received" was dramatized. From a Roman tetradrachin to the good old American dollar, more than a dozen forms of money played leading roles in the dramatization.

The cast of currency did a superlative job of showing the audience it's not what you pay that counts, but what you receive.

As every good dramatic production must be, this one was well designed, costumed and lighted. Al Kay, talented Ross Art Studios executive gave each scene in the Multiwall campaign a sparkling setting which made the audience really sit up and

9. Size standardization in Multiwall packaging was banged home vividly in this attractive folder . . . designed to show how rarely-used sizes of bags just gather dust on the shelf. A sparkling cover illustration of a feather duster drew readers' attention to the inside spread of coins and Multiwall containers. A streamlined job of telling prospects: "Whether you are operating the national mint or a business that uses large quantities of Multiwall (money in another form), the opportunity exists to save by eliminating unnecessary sizes."

10. The same illustrative flair artist Al Kay used in Union's famous "Story of Yaon Yun" campaign came out in force with this 10th Multiwall mailing. "Money to Burn" dramatized the fact that Chinese burn special spirit money (bought expressly for the purpose) to ward off devils. "When you buy Multiwall Bags," continued the copy, "you expect the packaging service that accompanies your order to be more than a gesture . . ." Al Kay's use of brilliant red and powerful purple created a striking Chinese atmosphere cover few recipients could resist.





7. Case histories of Union Multiwall users—and what they received for their investments—began to build momentum. The story of a large cement company which used Union counsel to save thousands of dollars was tied into a theme titled "Wife Bait". Produced inside a brilliant green covered folder was a visual account of how natives caught rare birds . . . to use the brilliant feathers for wife trading. "This lightest of all 'feather money,'" said the copy, "has something in common with every other medium of exchange. It is important only to the extent of what it will buy."



8. Another dollar-saving "Five Star" case history was outlined in mailing number eight . . . dramatized by a money clip made from an actual "piece of eight". Designed with a "Treasure Island" motif, the colorful booklet accompanying the money clip showed how our quarter is referred to as "two bits"; seventy five cents as "six bits". "It all traces back to the piece-of-eight," said the copy. "The dollars you invest in Multiwalls also can be divided into parts." Rest of copy showed five different ways a large chemical company used Union's plan to save thousands of dollars.

take notice. Lively layout, tasteful type design, crisp color and stock combinations and authentic, interpretive illustration set a perfect stage for the Multiwall mailings.

Attention To Details Important

Planned as a year-long program, there was a total of 16 such mailings. Some were spectacular production numbers . . . including actual samples of rare currency "costumed" in attractive boxes to excite interest and instill importance. Others were designed in folder format, with art, copy and stock alone carrying the scene.

The boxed spectaculars and solo folders were mailed alternately . . . giving the campaign a refreshing change of pace with each mailing.

Union Bag-Camp Paper, being among the leading manufacturers of printing papers, paid special attention to reproduction and mailing details.

Specialties of more than a dozen suppliers—from envelopes to "pieces of eight"—were used to produce the 16 pieces to perfection. Noticeably outstanding was the superlative silk screen effects executed by Masta Displays, and the pampered, precision lithography by Pace Press . . . both of which gave art and copy top quality reproduction.

Intricate assembling, inserting and mailing operations were handled by James Gray, Inc. with smooth efficiency and timing of a skilled choreographer. An impression-building schedule called for mailing the first two pieces (a teaser and follow-up letter) two days apart . . . the next two, a week apart . . . then following with monthly mailings.

As an added dramatic touch, several of the pieces were mailed from towns synonymous with the copy subject. The boxed Roman coin, for example, was mailed from Rome,

N. Y. . . and the cloth piece mentioning early Massachusetts cotton mills came from New Bedford.

Building a "Who's Who" List

In addition to the "Big Idea" and its compelling creative presentation, another important reason for this campaign's success was the attention paid to diligent list selection, refinement and complete follow through.

Before the campaign was given the green light, Gene Donaldson had meticulously coordinated certified mailing lists, and had planned the integration of follow-through with the entire sales organization.

As a starting point, a preliminary list of about 10,000 probable prospects was built from salesmen's reports and business directories. Each one of these names was analyzed, checked and double checked against a master list of known top-ranking Multiwall bag users. By sifting, boil-



11. The salt of the earth went into this impressive message . . . another boxed impact which was well-paced between regular folder mailings. Accompanying the actual salt disc (obtained from a livestock saltlick maker) was a folder explaining how Roman soldiers were paid in "salarivm", the Latin for "salt rations". It's from this origin which came our present word "salary." The message: "Whatever form it takes, the true measure of money is how much it brings in return."

12. The theme of this unusual folder was a little on the ghoulish side . . . but carefully and tastefully presented. "The Skull Trade" explained that in 19th Century Borneo, human skulls were highly prized . . . and served as the standard monetary unit. The copy made a careful and complete switch to the Multiwall new package design and complete coverage story.





13. The weight of stone was showcased in this giant-size folder . . . to dramatize how reduced packaging weight resulted in reduced carload costs. Attention-getting artwork showed the weightiest of all currencies . . . stone money used on the Pacific island of Yap. Valued for size, the pancaked boulders range from 12 inches to 12 feet in diameter. "Massive or miniature, money is what you make it," pointed out the copy. "What you make of it—value received—is the true gauge of the currency's worth."



14. Wooden nickels of the depression days weren't so strange after all . . . according to information in this dramatic, die-cut folder. Attached to the gate fold piece was an original wooden 10 Heller (cents) piece . . . issued by the Vienna suburb of Hadersfeld during a metal shortage in 1920. Copy pointed out China, Germany, Canada, Greece and Sweden have all issued similar wooden wampum during crises and shortages. "All money for that matter," sums up the message, "has little real value—except what it buys."

15. Money and superstition was spotlighted in this next to last act of the series . . . a dramatic folder explaining how reduced bag breakage means reduced labor cost. Here, the reader was brought into the act . . . with a folder pocket which contained a magic paper cutting-mending trick. Said copy: "The real power of pennies (or dollars), no matter how you slice them, is how much they buy."



ing down and discarding the "probables," the painstaking process produced a blue-chip roster of 2,750 VIP's . . . a veritable "Who's Who" in Multiwall bag purchases.

After the opening mail impressions, this important "first night" audience of 2,750 was completely updated . . . with revisions, deletions and additions made every month.

Backing the colossal currency campaign and its fine-tooth-combed list compilation was a well-calculated plan of complete follow-through . . . designed to bring Multiwall salesmen "inside" the total effort.

To stimulate their interest and get their maximum support, each mailing was sent to salesmen's homes a week in advance of regular release. This gave them time to study the mailings and prepare an integrated sales approach prior to customer calls.

The Acid Test

What about results—the real acid test of any campaign's worth? Actually, Union's Multiwall masterpiece produced many. By "many" we mean those added human-reactions, over and above sales action, which let the creators of a campaign such as this really know they've "scored."

For example, there was the prospect who gave his 10-year-old son the ancient Roman coin which came in the first mailing. This man was surprised later to learn his enterprising boy had made a bee-line to a nearby coin dealer. He was even more surprised (and impressed) when he found out the dealer gave his son 75c for Union's authentic attention-getter.

Then there was the experience of Whitey Campbell and Bill Mellick, two Union sales executives. They liked to play golf, and did it often

with important customers. After the 11th mailing went out, both men reported they won recent golf games with customers. But . . . they were paid off in the salarium salt cake which was sent in the mailing!

The human-reaction results were many, but so were the hard facts of increased Union prestige, product sales and profits. As a direct tangible result of the 16 mailings:

1. There has been an increased demand for packaging cost evaluation from both customers and prospects . . . giving salesman a greater opportunity to sell Multiwalls.
2. Increased awareness of the Union Multiwall brand name is evident . . . through hundreds of congratulation letters received from prospects and customers.
3. Customer-salesmen relationships are now on a more personal, cordial basis. Mailings are the center of conversation openers, and have actually triggered sales. Definite proof of this has been established from an avalanche of salesmen's letters to the company, containing such phrases as: "Got an order for two carloads" . . . "Believe we can look for a 100 per cent increase from this account" . . . "Very successful with past unresponsive prospects," etc.
4. Certain competitors have recognized the hypoed Union sales action and success . . . and have switched their advertising and promotion to a similar "service plan" approach.
5. Because of its success, the Multiwall promotion program has been expanded even further, and will be continued throughout 1958.
6. And . . . the same basic theme is now being incorporated into advertising and promotion for other Union Bag-Camp Paper divisions.

Probably one of the best campaign acid tests of all is an honest answer to the question: "What does the sales manager think of this direct mail effort?"

Most good sales managers are careful and cautious in their evaluation of direct mail ideas. They have

to be . . . for the wrong approach, no matter how well presented, can louse up customer-salesmen relationships it takes years to build.

If something in direct mail rubs a customer the wrong way, it's usually the front-line salesman, and the sales manager in back of him, who must bear the brunt of complaint. For this reason, experienced and realistic sales managers who evaluate direct mail efforts are not sold on clever copy and fancy artwork alone.

J. J. Patterson, Jr. of Union's Multiwall Division is just such an experienced sales director. It's his responsibility to see that every sales effort, promotion or otherwise, helps Union's 30 odd Multiwall salesmen rather than hinders them. This sales director's honest and objective evaluation of the campaign is a significant tribute to its overall sales worth:

"This direct mail campaign," says Mr. Patterson, "has been by far one of the most valuable types of advertising our division has done."

"In a business such as ours, where our product is not easily distinguishable from that of most competitors, our greatest single selling point is the service — material handling advice, product redesign, etc. — which we offer the consumer. The unique money is of interest to most people, and yet ties in very closely with our selling philosophy."

"I can think of no clearer way to tell users of industrial bags that with Union Bag-Camp their money buys

a lot more than just a product.

"Because of the interest this campaign has generated, we have been able to get our story across to many executives whom we do not normally contact, but who influence their company purchases."

"One of the most reliable indicators of the value of our advertising has been the salesmen's reactions. In this case, their enthusiasm was greater than it has ever been in the past."

* * *

So . . . Union's big oscar-winning production is complete . . . from initial script to box office results and critic's comments. As the continuing theme settles down to a long comfortable run, it might be wise for other mailers to review the strategy and creative elements of this hit . . . to find out what qualities made it so impressive. And . . . to put more of these qualities into their own direct mail.

Basically, this show was impressive because . . . it was a show. To be sure, Union's Multiwall Division had an important and serious message to tell. But sparked by Roman tetradrachms, markani, talers, feathers, salarium, pieces of eight, skulls, stones, wood, food, voodoo, and the honest American dollar, the message wasn't "told" . . . it was dramatized. Even Old Gold couldn't have done better . . . to give prospects "a treat instead of a treatment."

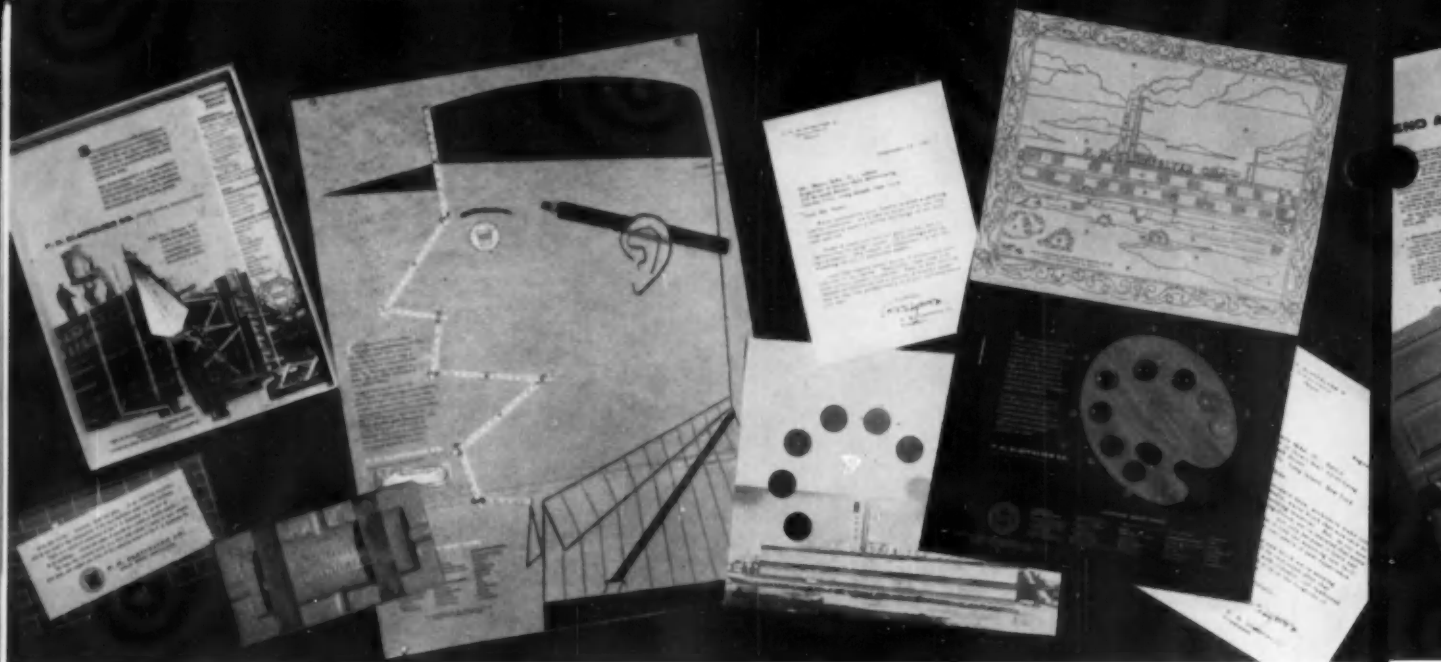
That's why, like the DMAA contest judges, we rate this production a real "Five Star" hit . . . a top-oscar winner, giving further evidence that through consistency, integration and a bold approach, Union Bag-Camp Paper Corporation has done it again! ●



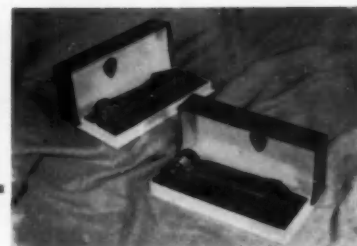
J. J. PATTERSON, JR.

16. The grand finale! While this mailing didn't come from Africa, it really gave recipients "Something of Value" — a brand new, crisp American dollar! The bill was enclosed with a clever novelty device which actually "made money". A long, thin letter from J. J. Patterson, Jr. told how to work the "money-making machine" . . . which produced (1.) the dollar bill, (2.) a simulated check for \$129,000 (representing money saved by a major multiwall user) and (3.) a bill-sized re-cap of the "5-Star Plan" . . . telling how "it can make money for you!" A spectacular climax for a spectacular, top-oscar campaign!





P. H. GLATFELDER COMPANY WINS HENRY HOKE AWARD FOR "SPECTACULAR" PROBLEM SOLVING



"SPECTACULAR ANNOUNCEMENT CAMPAIGN CRACKS A TOUGH MARKET PROBLEM" is the way we headlined the story in the January, 1957 *Reporter*. And . . . it was spectacular! So spectacular at "solving a difficult problem by direct mail" that its subject took this magazine's annual Henry Hoke Award . . . given each year to the campaign showing the best problem-solution.

Because the story was featured in January (see page 23 of that issue) . . . we won't go into details of the six high-impact, impressive mailings illustrated here. But to show why they received the 1957 H. H. Award as the year's best "problem-solver," we'll review briefly what they were up against . . . and what they accomplished.

P. H. Glatfelter Co. specializes in

making book papers. But they wanted to expand into other markets. In 1955, the Spring Grove, Pa. paper makers signed contracts for a gigantic, multi-million dollar paper production machine . . . a genie which would allow them to produce a wide range of stock. The machine, as well as the new mammoth building they planned to house it in, would up Glatfelter's paper production capacity 50 per cent.

But how to sell it? Basically, this was the problem. But it was a lot tougher than merely hurdling a "new product" story. Smashing new markets in the paper industry is a nut-cracker not often performed overnight. It was a marketing problem which required careful planning, creative construction and powerful presentation . . . to make a maximum im-



Glenn Markel, Advertising Manager, Glatfelter Paper Company (Right) receives award from Henry Hoke (Center). Edward N. Mayer, Jr., (Left) accepted the gavel for Hickey-Murphy, Division of James Gray, the agency that created the campaign.



pact.

Glatfelter made the impact and smashed the market . . . with a dramatic series of "spectaculars" created by Hickey-Murphy Division of James Gray, Inc. The well-planned, imaginative approach broke the plant construction story down into six chronological phases: Foundation, Masonry, Carpentry, Painting, Landscaping and Official Opening. These phases became the theme of six dramatic mailings shown here.

Because they were based on a sound marketing plan, and planned to *entertain* prospects as well as *entice* them, the six mailings were successful in cracking the sales barrier. Salesmen gained entrée into upper-echelon buying offices . . . and Glatfelter's big machine began to turn. Testimonial letters, too, proved *Glatfelter had proved their versatility* in the paper field.

This \$20,000 campaign took courage as well as careful planning and execution.

And Now . . . Here Are All of DMAA's Winners

TOPS IN DIRECT MAIL CAMPAIGNS FOR '57 40 awards—no more than 3 awards for any one industry)

Abbott Laboratories, North Chicago, Ill.
American Cyanamid Co., Indus. Chem's, N.Y. 20, N.Y.
Associates Investment Co., South Bend, Ind.
Beech Aircraft Corp., Wichita, Kan.
Burroughs Corp., Detroit 32, Mich.
Business Week, New York 36, N.Y.
Capital Airlines, Inc., Washington 1, D.C.
Cappel, MacDonald and Co., Dayton 1, O.
Chevrolet Motors Div. (Trucks) Gen. Motors Corp., Detroit
Chrysler Div., (Chrysler), Chrysler Corp., Detroit, Mich.
Chrysler Div., (Imperial), Chrysler Corp., Detroit, Mich.
Clipper Line, New York 17, N.Y.
Crown Zellerbach Corp., San Francisco 4, Cal.
Esso Standard Oil Co., New York 19, N.Y.
Tract'r & Imple't Div., Ford Motor Co., Birm'gham, Mich.
General Electric Co., Western Springs, Ill.
General Electric Co. (Meters), Schenectady, N.Y.
General Electric Co. S.E.C. Dept., Auburn, N.Y.
P. H. Glatfelter Co., Spring Grove, Pa.
Green Giant Co., Le Sueur, Minn.
Electric Typewriter Div., I.B.M., New York, N.Y.
Lederle Labs Div., Amer. Cyanamid Co., Pearl Riv., N.Y.
The Letter Shop, San Francisco 5, Cal.
Eli Lilly and Co., Indianapolis, Ind.
Manpower, Inc., Milwaukee, Wis.
McCormick-Armstrong Co., Inc., Wichita, Kan.
Nation's Business, New York, N.Y.
Northwest Airlines, Inc., St. Paul, Minn.
Penton Publishing Co., Reading, Pa.
The E. F. Schmidt Co., Milwaukee 16, Wis.
The Simpson Press, Ltd., Westmount, Montreal 6, Can.

Sports Illustrated, New York 20, N.Y.
Stran-Steel Corp., Detroit, Mich.
Stromberger, LaVene, McKenzie, Los Angeles, Cal.
Sunkist Growers, Ontario, Cal.
Talon, Inc., New York, N.Y.
Union Bag—Camp Paper Corp., New York 7, N.Y.
Ind. Ma'g'm't Inst., Univ. of Wis. Ext. Div., Madison, Wis.
Westwood Community Methodist Church, Los Angeles

TOPS IN MAIL ORDER CAMPAIGNS FOR '57

American Bankers Assn., New York 16, N.Y.
Leslie Creations, Lafayette Hill, Pa.
National Wildlife Federation, Washington, D.C.
Saltwater Farm Inc., Damariscotta, Me.

TOPS IN LOW BUDGET CAMPAIGNS FOR '57

(Under \$5,000 annually. Minimum of four mailings in campaign)
Dumont Industrial Screw Corp., Los Angeles 1, Cal.
Governor Fastener Co., New York, N.Y.
KYA Radio Station, San Francisco, Cal.
Pickrel Bros., Plumbing Supply, Dayton, O.

TOPS IN HOUSE PUBLICATIONS FOR '57

Abbott Laboratories, North Chicago, Ill.
Friends Magazine, Chevrolet, Gen. M't's Corp., Detroit
The Coca-Cola Co., Atlanta, Ga.
Eli Lilly and Co., Indianapolis, Ind.

TOPS IN LETTER CAMPAIGNS FOR '57

Crown Zellerbach Corp., San Leandro, Cal.
Milwaukee Dustless Brush Co., Milwaukee 3, Wis.
Plymouth Printing Co., Inc., Washington 10, D.C.
S. Rose, Inc., Cleveland, O.

THERE'S NO BUSINESS LIKE SHOW BUSINESS... FOR GETTING RESULTS WITH DIRECT MAIL!



by Larry Mathany
Advertising Manager
Foote & Jenks, Jackson, Michigan

Reporter's Note: There are two fields of thought in the direct mail fraternity about tricks and gadgets. Opposite as the two poles. One group loves them; the other despises them. So we asked Larry Mathany, a leading exponent of gimmicks, to give us his theories and examples of his practices. Larry is advertising manager of Foote and Jenks, Jackson, Michigan and an old-time, consistent attendant at DMAA Conventions. Since he has been using showmanship devices for the past 23 years, he ought to know what he is talking about. Read his analysis carefully and you may get a new insight into the possibilities of making your direct mail outshine competition.

HOW DOES SHOW BUSINESS enter into direct mail, in our thinking? Very simple. We want audience. Without it our direct mail efforts will flop. Money is wasted. Sales lag.

Certainly there is no field more audience-conscious than the entertainment profession. No audience—no show. Competition for attention is keen among performers for recognition. The best showmen attract the crowds and are the most successful. Master showmanship on the part of the Bob Hopes, Jack Bennys, Durantes, Cantors and others have made them endure. Each has put something special, something unusual into the act, and it has made them great!

That philosophy has been faithfully followed by our company—Foote & Jenks, Jackson, Michigan—to help sell flavoring materials to the food industry for the past 23 years. The results of each year's campaign warrant repetition without hesitation.

We at Foote & Jenks believe there is a very direct comparison between the entertainment profession and direct mail advertising. Both require an audience for survival. Boy, how they battle for that audience's attention in television, radio and the theatre. They use every gimmick in the book to get recognition.

"Audience Appeal"

Is direct mail any different? Isn't the field your direct mail reaches the same busy audience? An audience confronted in every direction by appeals for attention? Just stop and think of the amount of mail you received this morning . . . each competing against the other for your audience. Those that won your time had something special—*audience appeal*—or you would have discarded them without a second thought. The mail you received today

represented a lot of hard work . . . plenty of money. Much depended on your reaction. For the most part, the advertising was probably very good, well-designed and smartly written—had you taken the time to notice. Then why did it leave you cold? Because they left out the *audience-appeal* . . . that extra something that makes folks take notice . . . that flair for attention . . . the showmanship—yes, the *dramatics*! They just plain forgot you are a busy person, and quite human. They forgot theirs was not the only piece of advertising you received that day. No doubt they hadn't forgotten there are competitors in their own line of business.

But most important: *They had forgotten they have competition from every mail advertiser in the country who has your name on his mailing list!* Not product competition—just a battle for notice and recognition in your morning mail.

The company that sends you mail advertising has a second or two to get your undivided attention as you sort the morning mail. If he isn't good—at once—he has lost you for the time being, as you glance at the next piece. He's been set aside for future reference . . . he's probably been set aside forever, as far as that particular mailing is concerned.



"No Wonder . . ."

Basically we all have the same problem: *Competition for audience attention.*

Radio, television, newspapers, magazines are advertising mediums—same as direct mail. The job of each is to sell something. But how does radio attract audiences to their sales messages? Great stars, great showmen, entertaining programs. The better the program, the larger the audience, the greater the sales of the advertised product. TV . . . the same. Even spectaculars, to drag an audience away from competition in order to shower them with commercials. Newspapers? The latest in news and pictures is their gimmick to attract readers to their bread and butter ads. Magazines? Entertaining stories, interesting articles, educational pictures is the background they use for advertisements—advertisements that pay the salaries.

How about direct mail? Much of it has about as much life in it as an 80-year-old man with a 20-year-old bride.

In my book, some creators of today's direct mail advertising are directly responsible for the ill-feeling people have towards the medium. No wonder "junk mail" has become the synonym for Third Class mail—when you see some of the stuff arriving at your desk and mine. Quantity rather than quality seems to be the rule. No wonder so many mailings flop. No wonder management is reluctant to appropriate budgets for direct mail.

It's high time creators of direct mail started to think in terms of their *audience*—giving them something worthwhile to look at and read . . . putting more effort into ways and

"At Foote & Jenks we think in terms of what can be done with a message to make it different—make it outstanding—in order to win an audience. If a gadget is called for, we use it . . . like this boxed globe which dramatized 'The finest vanilla you can buy—ANYWHERE!' and a boxed artificial carnation to illustrate how 'We're courting your vanilla business'."

"A plain sales message can be dramatized by a simple die-cut of the folder . . . plus die-cut windows in the envelope to tease the recipient into reading the inside.

"We've also found a way to dramatize trade magazine inserts . . . by die-cutting the back of a corrugated folder so the caption is visible through the opening.

"Paper stock selection combined with die-cutting can create a dramatic effect, too. We took three trade paper ads, reproduced them on pastel, two-color textured paper (with envelopes to match). By die-cutting some of the illustrations out, inside color stock showed through . . . making an attention-getting cover design."



means of whetting audience interest . . . recognizing the fact that *competition for mail readership is at an all time high!* It's high time we all forgot that we write "the best copy in the world," and that people on our mailing lists better damn well read it!

"It Must Be Dramatic!"

Direct mail advertising is the finest medium there is for promoting to a selective audience. But to be successful—to pay its way—it must have more creative thought, more planning, while sitting in the recipient's chair. If any mailing piece is to

win my audience during a busy day the approach has to be different. It has to be unusual. It must be dramatic! I don't care how good the product is, how many times the copy was rewritten, how many colors were used. If you haven't caught my eye with something dramatic—something to bring me to a quick halt—then you might as well cross me off your list. I must be lassoed, hog-tied and dragged to a sales message against my will. *I don't want to read your message!* I'm too busy. Try and make me.

Now, there are many ways that showmanship or dramatics can be

applied to direct mail. Whatever approach is used—richness of art, color or paper, expensive formats, gadgets, gimmicks, pop-ups, die-cuts—it all sums up to one thing: *Is it unusual?* Is it different enough to attract attention? Is it a clever way to handle the sales message? Is it so outstanding that a person would hesitate to toss it away? Does it make an impression? Would you stack it up against anything else in the receiver's mail for attention-getting?

"Ingenuity of Presentation"

Price per piece does not necessarily make a direct mail folder outstanding . . . but ingenuity does. Of course, the combination of ingenuity and money can't miss . . . i.e., the Union Bag-Camp Paper "Yoon-Yun" campaign of 1952.* Low cost simplicity can be dramatic, reek showmanship . . . i.e., Orville Reed's "Imp" house organ.

Though gadgets and gimmicks (if handled properly) usually will win attention . . . showmanship in direct mail does not necessarily mean a gimmick. I like to think it means "ingenuity of presentation of a sales message." In using gadgets, we have found that you are on much safer ground by staying away from any mention of the gadget in captions or copy. We use the gadgets as part of the art treatment as a rule.

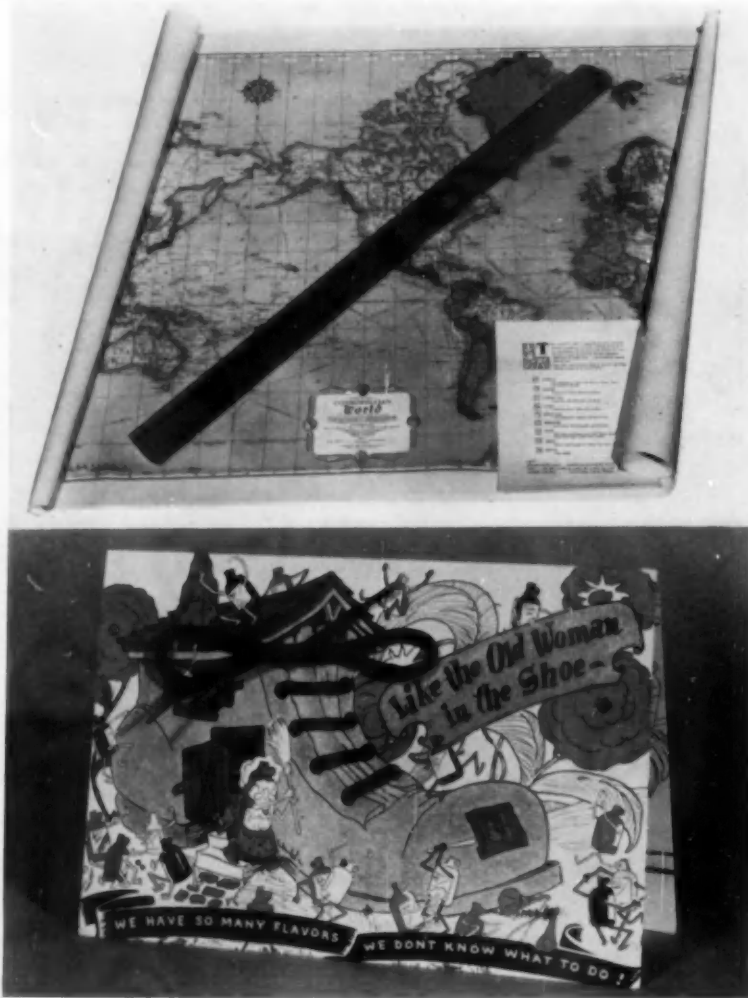
It has been our experience that after 23 years of putting showmanship and dramatics into our direct mail (23 years of saying the same things to the same people—23 years of finding new and unusual ways to do it) we have built a following, to the point where folks look forward to our mailings . . . are anxious to get them. This sets up a favorable atmosphere for sales when our salesmen call—the job we set out to do with direct mail back in 1934.

We believe our advertising must be different from the other guys' if we are to get attention—not only different from other flavor people—but from every mail advertiser who has our customer or prospect on his list! That's why we work hard to dramatize our messages—that's why we try to outdo ourselves and others—that's why over 200 such mailings through the years are wearing down customer resistance—that's why our company is enjoying steady growth. ●

*Ed. Note: As well as Union's top award-winning campaign this year (see page 28) . . . and the Glatfelter H. H. Award winner (page 34).

"Off-beat formats can lift a piece out of the ordinary . . . make it attention-getting and compelling. To emphasize that our ingredients are imported from all over the world, we mailed a 3' x 5' World Map printed in 8 colors. Sent in a 2" x 37" mailing tube with added sales message, it made an impressive presentation.

"We put dramatic punch into pictures and headlines whenever we can. For an 'Old Woman In The Shoe' theme, we drilled holes in the shoe reproduction and laced them with a real shoestring . . . creating a simple, but effective touch of 3-D realism."



THREE-WAY MONKEY BUSINESS BUILDS SERVICE BUSINESS FOR RCA TV DEALERS

WHILE THE DO-IT-YOURSELF craze gains momentum with every issue of the shelter magazines, skilled technical service specialists try their best to warn consumers about the dangers of "tinkering" with certain elements in the home. Backed by manufacturer's support, electrical contractors, plumbers, etc., are on a continuing crusade to promote: "Don't Do It Yourself."

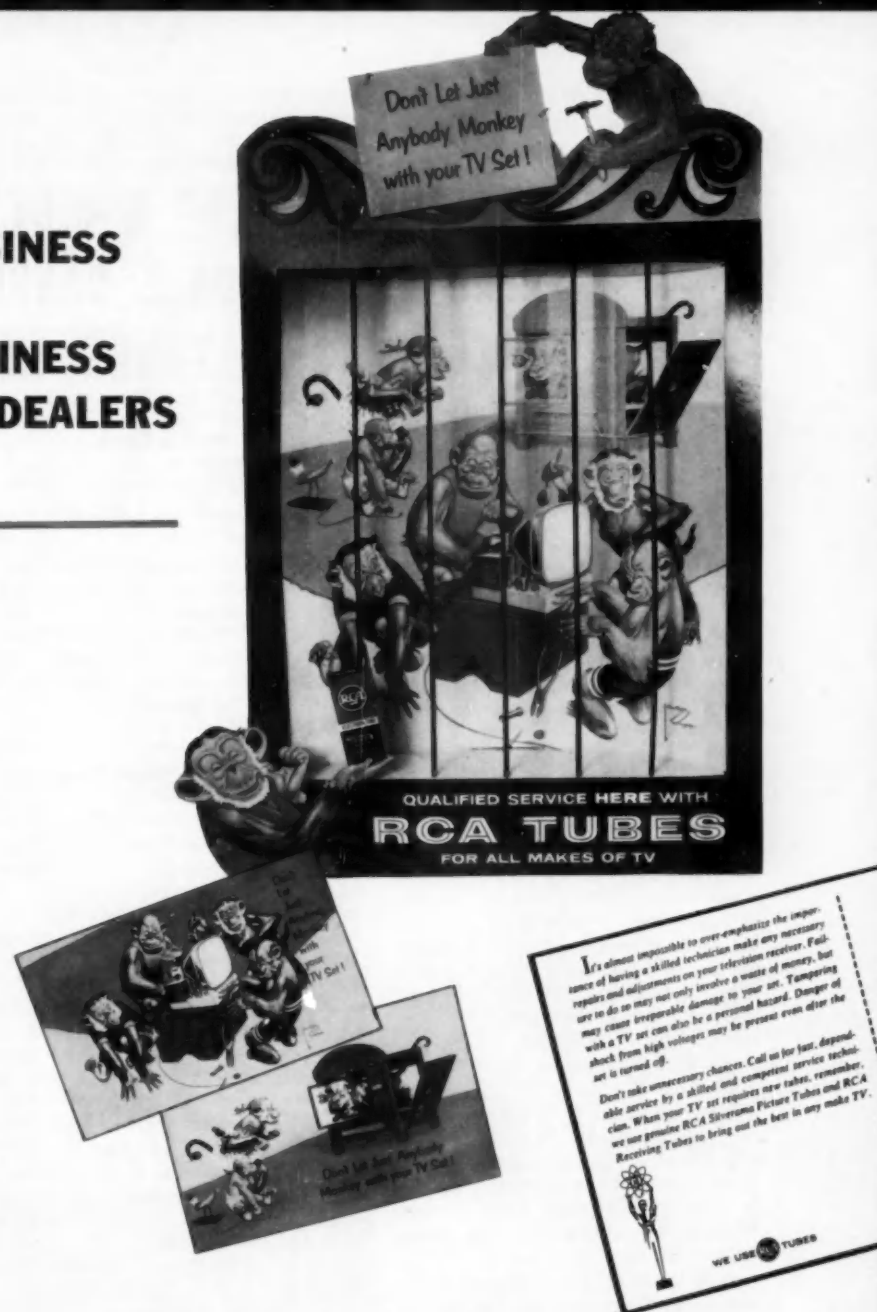
Typical is television repair. A Saturday afternoon "trouble-shooter" poking around the back of his set with a screwdriver runs the risk of getting an electric shock which would make him wish he had played golf instead. Picture tube voltage is usually 9,000 volts or more . . . and there's danger of getting a shock even when the set is turned off. Moral: All TV repair work should be done by a competent service technician.

One of the most effective campaigns hammering home this message was created early this year by Radio Corporation of America's Tube Division, Harrison, N. J. . . . to help their service dealers sell their skills on the local level.

RCA commissioned the famous monkey artist Lawson Wood to paint a scene which would illustrate the theme: "Don't Let Just Anyone Monkey With Your TV Set." Wood's beautiful, full-color artwork was used to produce a spectacular die-cut litho display for dealers' windows.

At the same time, three elements of the original scene were separated for a series of jumbo postcards, to be mailed by dealers in their local areas.

As an added hypo, the same art was reworked into newspaper ad mats dealers could use in combination with the display and postcard mailings.



Robert A. Huff, manager of advertising and sales promotion for RCA's Entertainment Div. reports the three-way economy campaign not only made a big hit with dealers . . . but also drew enthusiastic reaction from the sales force and distributors as well. They all got behind the simple, but stimulating series.

"The postcards in particular made an immediate hit," says Mr. Huff, "and we were soon forced into reruns to meet dealer demands."

The "reruns" were more like a "run-away"! Original print order on

the postcards called for only 25,000. To date, dealer demands have put the cards back on press six times . . . to produce a whopping total of 505,300 of the mailing pieces!

By splitting up one unique piece of artwork into a simple, economical three-facet promotion, RCA got maximum recognition at minimum cost. The display, mat and mailing monkey motif has brought a host of monkey-shine comments. Better still, it has produced new service-repair customers for RCA TV dealers. And there's no monkey business about that! ●

HOW "CUSTOMIZED" DIRECT MAIL HELPED DOUBLE DALE CARNEGIE ENROLLMENTS IN THREE SHORT YEARS

by Fred L. Shaw

Vice President and Copy Chief
Richardson-Shaw, Inc., Detroit, Michigan

THE BELL-RINGER AMONG SALESMEN—the fellow who sells himself up into the big money brackets—uses these time-tried and proven techniques to get your name on the dotted line:

- He *qualifies* you as a likely prospect for his offering.
- He goes to some trouble to discover your special *self-interests*. (The sales experts call this the *pre-approach*.)
- He delivers his message in terms of YOU—of what his product or service can do for you.
- He *demonstrates* to you.
- He *asks often for the order*—and very often he gets it!

Deliberately applied in a continuing mail advertising program, these tactics of successful salesmanship bring thunderous results! They do this even when the "product" is a difficult-to-sell intangible—such as, say, an adult education course!

For the testimony of an expert witness, we take you to Dale J. Madden, who heads up Detroit's Leadership Training, an organization which sponsors the Dale Carnegie Course in Leadership, Human Relations and Effective Speaking throughout southeastern Michigan.

Dale Madden (not a relative of the late, great Dale Carnegie despite the

identical first names) will show you red-hot figures that bear witness to the potency of mail advertising that's built around the highest type of personal salesmanship—that's exceptionally well groomed—that's aimed at selected "audiences" of *qualified* prospects.

"The Salesman's Most Powerful Tool"

The figures prove conclusively that this kind of direct mail—which comprises better than 75% of Mr. Madden's advertising effort—has been largely responsible for *doubling* Dale Carnegie enrollments in his territory in a short three years.

Back of every resultful advertising program, whatever its nature, is a well-conceived strategy. "In the case of Leadership Training, the plan is simply this:

- *Using volume direct mail—specially "tailored" to selected prospects prime interests—to stimulate attendance at the demonstration, at which the Dale Carnegie Course is most effectively sold.*

"The demonstration," declares Mr. Madden, "is the salesman's most powerful tool. Whatever he's selling,

it's the demonstration that most quickly arouses desire, convinces and leads to the close."

So the entire plan is focussed on this fundamental of good salesmanship: *The more people to whom you demonstrate, the more people you'll sell!* (These surveys may be likened to the *qualifying* of the prospect and the *pre-approach*, as practiced by the skilled salesman.)

Eight Different Audiences

To build classes for the Fall-1957 semester, Leadership Training is dispatching special mailings, based on survey findings, to eight different "audiences". Six of these "audiences" are made up of individuals . . . men and women of the type who will undertake a self-improvement course on their own initiative.

One such group consists of *general prospects*—people not classified as to occupation—who have made inquiry as to the course and those whose names have been referred by graduates, students and friends.

Professional men and women, who have in common the need to develop the ability to "sell" themselves and their ideas to others, comprise an-



Fred L. Shaw

Reporter's Note: "How to win friends and influence people" is the famous phrase which made Dale Carnegie a household word . . . building one of the nation's greatest facets for self-improvement. This article might well be titled "How to win prospects and influence specific market groups" . . . for it tells how Dale J. Madden, director of Dale Carnegie's Leadership Training in Detroit (3128 Guardian Bldg.) has doubled enrollments in three short years with a program of "customized" letters directed at eight different audiences. This interesting, informative case history is told by Fred L. Shaw, vice-president of Richardson-Shaw, Inc. (1555 W. McNichols Rd., Detroit), who handles creative work for the Carnegie course. You'll find Fred's article well-sprinkled with sound advice and philosophy from Dale Madden . . . who does a whole of a job "winning friends and influencing people" with an advertising program which is more than 75 per cent direct mail.



Dale J. Madden

other highly responsive "audience" of individual prospects. Among their numbers are accountants (who, by the way, are among the most numerous users of the course), architects, dentists, doctors, lawyers and teachers.

Other groups of individuals to whom special messages are addressed are men and women in *advertising and related fields, engineers and insurance men.*

Sixth of these "audiences"—and a most important one—has as its members *Dale Carnegie graduates* of the last three years. Graduates are singularly loyal to the course, have proven fine "recruiters" and account for impressive numbers of *live* prospects at demonstrations.

Only Two Enclosures

While eight different "audience" letters are used, only two basic pieces of literature are needed as enclosures.

One is a folder aimed at the *individual* prospect. On the cover of the current folder is the thought-provoking question "are YOU getting ahead . . . fast enough?" . . . a question no ambitious man or woman can possibly answer in the affirmative. The folder's center spread dramatizes the material benefits that can accrue as result of the training and urges that the recipient INVESTIGATE the course by attending an upcoming demonstration.

The message of the other folder, the "executive folder," as it's called, is aimed at the two business "audiences": *industrial executives and retailers.* It recognizes that the recipient is a busy man, then, in just three

minutes' announced reading time, high lights what the course can do for the employee and what the Carnegie-trained employee, in turn, can do for the company.

Regarding the printed materials used in the program, Mr. Madden makes this point:

"In selling, everything depends upon the first impression. That's why your successful salesman is tastefully dressed, nicely groomed and well mannered. He knows his appearance reflects the calibre of the company he represents and the quality of the product or service he has to sell."

For this reason, Mr. Madden goes on, Leadership Training and its agency go to great lengths to make the folders and the "audience" letters outstandingly attractive, actually fine examples of the best in the creative arts.

Each of the two folders is prepared according to Dale Carnegie's "Magic Formula" for effective speaking and effective writing, taught in the course. ("You see," says Mr. Madden, "we take our own medicine!") Each has an intriguing cover title which impels the reader to go inside and "read on". Each is written and illustrated in terms of BENEFITS TO YOU (the reader). And each is brief and to the point, thus more likely to be read.

Further, the folders are quality produced. Typefaces are carefully selected so as to be consonant with the message. Even the paper stock has a quality "feel". Says Mr. Madden: "These factors combined help tell the prospect that our course is a quality offering, well worth his investigating." This painstaking effort is extended into the actual handling of the mailings.

First Class Mail Handling

All names and addresses are hand-typed, then carefully checked for errors. Those with mistakes in spelling, erasures or strike-overs are thrown out and redone. Mechanical addressing is not used because it gives the mail too "mechanized" an appearance. As Mr. Madden puts it: "We want each letter to stand out from all other direct mail the addressee receives, as far as possible giving him the feeling it was prepared especially for him."

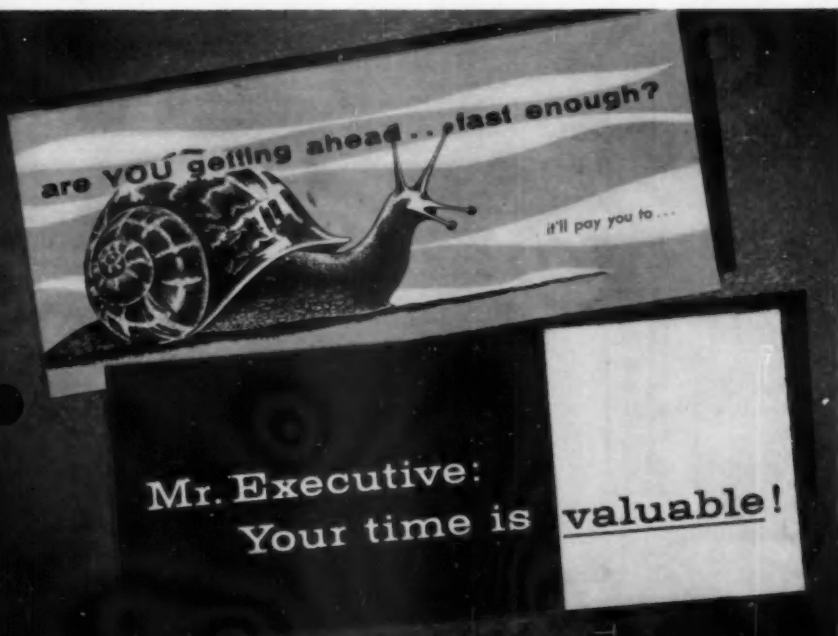
Accordingly, Leadership Training's mail is not put through a postage-metering machine. Each piece is neatly hand-stamped and sent *First Class*.

First Class postage is used for several other good reasons, according to Mr. Madden. "It makes a letter look more important, the recipient to feel it's worth opening and reading. The public has come to recognize Third Class mail as 'advertising mail'. We're sorry to have to say that some of this type of mail is low-grade advertising."

"Then, too, First Class handling makes it possible for us to 'time' our mailings for delivery at just the right moments before demonstrations. Third Class handling, on the other hand, may cause mail to be some days in transit, often arriving too late for any good."

"Finally, undeliverable First Class mail is returned promptly to the sender. This enables us to bring our lists strictly up to date before the next mailings. There's really no need to tell readers of *The Reporter* that one great secret of direct mail success is the *correct* mailing list!"

(Continued Next Page)



Here are the only enclosures used with Carnegie's eight different letters. Top folder, with thought-provoking headline, is aimed at individual prospects. Below is a quick attention-getter sent to busy executives. Reading time: 3 minutes.

The Dale Carnegie Courses / presented by Leadership Training

• 3128 guardian building
detroit 26, michigan • wa. 2-1208

TO AN AMBITIOUS MAN OR WOMAN . . .

You'll agree, we think, that getting ahead in business or the professions takes brains, character and fiber. You were born with these --- but only you can improve their quality, within yourself.

However, you'll find close at hand real help in developing your success qualities faster --- the DALE CARNEGIE COURSE in leadership, human relations and effective speaking --- to be conducted in Farmington this Fall. A half million men and women graduates --- 10,000 of them in Michigan --- will testify to the very real effectiveness of this training.

You want to speed your progress. So why not devote just one evening of your lifetime to INVESTIGATING this course . . . to seeing it in action . . . to noting what you can expect to gain from it in terms of your own success goal?

This is a warm invitation to you and your friends to be our guests at this week's convenient DEMONSTRATION of the course . . .

THURSDAY NIGHT, OCTOBER 24, starting at 7:30 O'CLOCK, at the FARMINGTON HIGH SCHOOL.

You'll find it an interesting, stimulating evening and you'll have opportunity to evaluate the course objectively, in the light of your own interests. You won't be high-pressured into enrolling, nor will you be placed under any obligation whatsoever.

Over the complimentary refreshments that will be served, we will gladly answer all your questions, show you evidence of the course's effectiveness. So plan now to come and bring your friends. We will look forward to welcoming you.

Sincerely,

Jack Tod

Jack Tod
Regional Director

JT:cp

enclosure

LETTER TO GENERAL PROSPECTS

"Good Direct Mail Doesn't Cost — It Pays"

Is all this careful preparation, with the extra expense it obviously involves, worth while?

"It certainly is!" declares Mr. Madden. "It's our philosophy that if a thing is worth doing at all, it's worth doing well. As a matter of fact, it's our experience that good direct mail doesn't cost, but *pays* in a big way.

"We like to think of a semester series of mailings as the sending out of 100,000 well-groomed, persuasive 'salesmen,' capable of bringing to a demonstration a prospect truly predisposed toward the Dale Carnegie Course. We've found that good direct mail has a healthily cumulative effect; each successive mailing brings us really interested prospects in increased numbers.

"Our plan has had the gratifying effect of *doubling* our volume in just three years. That should be proof enough of the tremendous effectiveness of carefully-conceived, well-executed direct mail, built around the proven principles of successful salesmanship!" ●

The Dale Carnegie Courses / presented by Leadership Training

• 3128 guardian building
detroit 26, michigan • wa. 2-1208

DEAR MR. BUSINESS MAN . . .

You are spending "X" numbers of dollars on equipment, advertising and sales promotion. But how much are you spending to develop your most valuable company asset --- the men and women who work for you?

Certainly you want . . .

- your salesmen to make more and bigger sales!
- your employees to handle customers better!
- and your key men and women to function with more enthusiasm and greater efficiency!

This being the case, it will be to your great advantage, we believe, to INVESTIGATE the world-famous DALE CARNEGIE COURSE in leadership, human relations and effective speaking.

This is to call to your attention a close-at-hand opportunity to see this course in action . . . to evaluate it objectively . . . to see for yourself how it can benefit your company, as it has more than 200 other Michigan concerns.

You and your associates are cordially invited to be our guests at next week's convenient PONTIAC DEMONSTRATION of Dale Carnegie's uniquely effective personal training methods . . .

TUESDAY NIGHT (October 1), starting at 7:30 O'CLOCK, First Federal Savings and Loan Meeting Room, 761 West Huron Street.

Attending this demonstration will place you under no obligation whatsoever --- and you are assured an interesting, stimulating evening. Over the refreshments that will be served, we will answer all your questions, show you evidence of the course's effectiveness. We look forward to welcoming you and your associates.

Sincerely,

Jack Tod

Jack Tod
Regional Director

JT:cp

enclosure

LETTER TO BUSINESS MEN

LETTER TO INSURANCE MEN

The Dale Carnegie Courses / presented by Leadership Training

• 3128 guardian building
detroit 26, michigan • wa. 2-1208

DEAR MR. INSURANCE MAN . . .

You are in a business which, above all others, demands courage and self-confidence, a good working knowledge of human relations and the ability to express yourself convincingly to other men.

Why not, then, consider enrolling in the famous DALE CARNEGIE COURSE in leadership, human relations and effective speaking?

One of the greatest insurance men of all time --- Frank Bettger, author of current best-sellers on salesmanship --- attributes much of his fabulous success to the training he received in this course. Writes he:

"The course gave me self-confidence and courage, broadened my vision, helped me express myself more clearly to other men. It helped me destroy the biggest enemy I ever had to face --- fear! Within a few years after I took the course, I was earning \$20,000 a year more than when I first enrolled!"

Be our guest at one of next week's interesting, stimulating DEMONSTRATIONS of this famous course --- and see for yourself why so many of your fellow insurance men are to be found in Dale Carnegie classes in this area.

Places and dates of these demonstrations are listed on the enclosed class schedule.

Attending a Dale Carnegie demonstration will take only one evening of your lifetime! But it can be A TURNING POINT in your life, just as it was in Frank Bettger's! Come join us. You'll be placed under no obligation whatsoever.

Sincerely,

Dale J. Madden

Dale J. Madden
General Manager

DJM:cp

enclosure

The Dale Carnegie Courses / presented by Leadership Training

a 3128 guardian building
detroit 26, michigan • wa. 2-1208

DEAR DALE CARNEGIE GRADUATE . . .

Nearly 100 years ago, Herbert Spencer said: "The great aim of education is not knowledge but action." Isn't this just the same today?

You went into action when you enrolled in the Dale Carnegie Course. By the time you reached the final session, it had become easier for you to present your ideas clearly and persuasively. You had developed control of your excitement and nervousness. You had replaced fear with confidence.

But . . . do you remember the first time you were called upon to face this group of strangers --- and speak? Wouldn't you have appreciated the encouragement of an experienced friend?

Some of the people you know are, at this very moment, probably considering the Dale Carnegie Course. But will they act? Can you help?

How about helping them overcome their natural inertia and providing needed support by accompanying them to one of the demonstrations launching the new Fall classes in your community?

You'll find dates, hours and locations of demonstrations on the enclosed class schedule?

Wouldn't this really be action, "in terms of another person's interest"?

We will look forward to greeting you.

Sincerely,

Dale J. Madden

DJM:cp

Dale J. Madden
General Manager

enclosures

LETTER TO DALE CARNEGIE GRADUATES

The Dale Carnegie Courses / presented by Leadership Training

a 3128 guardian building
detroit 26, michigan • wa. 2-1208

TO AN UPWARD-MOVING ADVERTISING MAN OR WOMAN . . .

Let's start this letter of invitation by saying you don't need Dale Carnegie training!

- of course not! You're making good money! (But don't you feel as though you're on an economic plateau?)
- of course you don't need it! You're a rising young executive, with the whole bright world ahead of you! (But haven't you felt lately as though you aren't going up fast enough?)
- of course you don't need Dale Carnegie training! You know your craft; you've been at it for years! (But haven't you been looking back over your shoulder more often lately at the bright young folks coming up so fast behind you?)

Let's say now maybe you can use some help to improve your situation --- to get or stay out in front. Half a million Dale Carnegie graduates in many fields, including advertising, have proved this training has what it takes to help a man or woman get ahead!

You want to be shown. YOU WANT PROOF! Okay, we'll accept your challenge if you'll accept our invitation to witness a DALE CARNEGIE DEMONSTRATION next week, on any one of these nights:

MONDAY, TUESDAY or WEDNESDAY (September 9, 10 or 11), starting at 7:00 P. M., in the POLAR BEAR ROOM, 514 VETERANS MEMORIAL, 151 West Jefferson, Detroit.

Come and see the course in action. Bring a friend. Enjoy an interesting, stimulating evening. And after the session, join us in refreshments.

Sincerely,

Dale J. Madden

DJM:cp

Dale J. Madden
General Manager

enclosure

LETTER TO ADVERTISING MEN

LETTER TO PROFESSIONAL MEN & WOMEN

The Dale Carnegie Courses / presented by Leadership Training

a 3128 guardian building
detroit 26, michigan • wa. 2-1208

TO A PROFESSIONAL MAN OR WOMAN . . .

What about YOU?

- are you really developing the two highest-paid abilities in industry and the professions --- the ability to handle people and the ability to sell your ideas to others?
- are you overcoming the fears and feelings of inferiority that hold so many people back --- and developing courage and self-confidence?
- are you able to speak with ease before groups of all kinds?

If you're concerned about your personal progress, here's a suggestion:

INVESTIGATE the Dale Carnegie Course. Spend just one evening of your lifetime discovering the magic methods Dale Carnegie uses in helping men and women develop new abilities and skills in leadership, human relations and effective speaking. See for yourself why so many professional people --- accountants, lawyers, dentists, school teachers, architects and others --- are to be found in Dale Carnegie classes!

BE OUR GUEST at one of next week's stimulating, enjoyable DEMONSTRATIONS of this famous course. Places and dates of these demonstrations are listed on the enclosed class schedule.

Attending a Dale Carnegie demonstration will take only one evening of your lifetime! But it can be a turning point for you. And it will place you under no obligation whatsoever.

Sincerely,

Dale J. Madden

DJM:cp

Dale J. Madden
General Manager

enclosures

The Dale Carnegie Courses / presented by Leadership Training

a 3128 guardian building
detroit 26, michigan • wa. 2-1208

TO A PROFIT-MINDED RETAILER . . .

Your greatest asset is your employees' ability to deal with people so satisfactorily that they will become friends of your business and steady customers. Sharpen this ability and you will gain . . .

- happier employees, a smoother-running organization!
- happier customers, thus increased sales and profits!

How can you accomplish this --- fast? One remarkably effective method is DALE CARNEGIE TRAINING in human relations, leadership and effective speaking! This training has helped many thousands of retail employees to become better "handlers of people," better salesmen and saleswomen!

Here's opportunity to see at first hand just how the DALE CARNEGIE COURSE can improve your customer relations. Be our guest at one of next week's exciting DALE CARNEGIE DEMONSTRATIONS, to be held . . .

MONDAY, TUESDAY and WEDNESDAY (September 9, 10 and 11), starting at 7:00 P. M., in the POLAR BEAR ROOM, 514 VETERANS MEMORIAL, 151 West Jefferson, Detroit.

Why not bring several of your key people, to get their reactions, to see what your employees will learn and how they and your business can benefit from this course. You'll not be subjected to high pressure selling.

Come prepared to enjoy an interesting, stimulating evening. And after the demonstration, join us in refreshments.

Sincerely,

Dale J. Madden

DJM:cp

Dale J. Madden
General Manager

enclosure

**...do it right!
if it's worth doing**

Let the members of MASA
put their professional direct
mail "know-how" to work
bettering your **DIRECT
MAIL!**



Write today for
a **FREE** roster of 1,000 members
of MASA — the professional cre-
ators and producers of **BETTER**
direct mail — to:

**mail advertising
service association
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niques.

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**Operating Twenty-four Hours a Day,
Four Shifts Every Work Day**



P. S. A copy of "The
Art and Technique of
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aid you with your pro-
duction problems. Send
\$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8585
Branch Off.: Newark, N. J., Allentown, Pa.

I'M TIRED OF HEARING PHARMACEUTICAL DIRECT MAIL KICKED AROUND

Philip E. Jones, Sales Manager

S. F. DURST & COMPANY, INC., PHILA.

IT'S ABOUT TIME that someone speaks
up in defense of direct mail as
a medium for promoting pharmaceu-
tical products. The seemingly constant
flow of articles and addresses con-
demning direct mail has reached a
point where any advertising, sales
promotion or marketing man in the
pharmaceutical field must do a little
boiling — inwardly, that is.

It must be an inward boil because
so few remarks have been made in
public about the real value direct
mail has for the pharmaceutical man-
ufacturer. Since no one else has come
forward, and because my collar is
reaching the scorching point, I'm
willing to pick up the gauntlet thrown
down by direct mail's detractors.

I would like to preface my remarks
with a clear statement of my appre-
ciation of the value inherent in other
media and methods of promoting
pharmaceutical products. We all know
the necessity for detailing. We all
know how important journal advertis-
ing is in the scheme of things pharma-
ceutical. No one can deny the benefits
of exhibiting at medical conventions
where you can talk to leading physi-
cians at a time when they can afford
to give you more than just a minute
or two. And above all, we know the
tremendous value of Medical Journal
articles which include favorable men-
tion of our product.

But if we are willing to admit all
this, why must direct mail's enemies
be so vehement about its failings?
Let's not try to answer that question
lest we step on a toe or two. Instead,
let's answer some of the charges
levelled at the whipping boy of phar-
maceutical product promotion.

Too Much Mail

Admittedly there is a lot of it. Ac-
cording to Clark-O'Neill, New York
medical mailing house, one key gen-
eral practitioner received 5042 pieces
of mail between May 1, 1956 and

April 30, 1957.* That averages out,
assuming delivery on 6 days a week,
to only 16.1 pieces of mail per day.
That includes *all* mail, not just mail
pertaining to his profession. Can any-
one honestly say that is too much mail
for an educated man to look over?

"Most direct mail received by
physicians is thrown away unopened."
That's pure unadulterated hogwash
and there are countless success stories
to prove that it is. A recent survey of
physicians prescribing a leading
pharmaceutical specialty showed that
better than 40% got the information
which led them to prescribe it from
direct mail. In my own experience, I
have sent out dozens of mailings
which have pulled as high as 25%
business-reply-card sample requests
and one mailing just about completed
has brought in the amazing total of
38.5% requests for samples! Every
doctor doesn't read every piece of
mail but enough of them read enough
of their mail to make direct mail a
potent force in promoting a product.
And yet, to get the physician to read
one particular piece of mail still is
a problem that makes advertising
managers and agency men prime sub-
jects for advertising's occupational
disease — ulcers.

The eye-stopping nature of any mail
directly reflects on the total reader-
ship. I'm not speaking of blatant,
borax-y pieces that hit the physician
in the eye but some definite appeal
that gets to the doctor. It may be the
name of a respected firm on the cor-
ner card of the envelope; it may be
teaser copy on the face of the envelope
or mailing card; it may be a window
envelope with the physician's name
showing through; it may be excep-
tionally fine four-color anatomical
drawings; in fact, it might be any-
thing that might persuade the recip-
ient to read it! But one thing is

* See page 31, August 1957 Issue of The
Reporter Direct Mail Advertising.

sure—it has to have something to *persuade* the physician to read it.

In my opinion, the main reason why Reply-O-Letters do such an outstanding job is that the recipient is curious to see what is in the envelope with his name on it. Charles Binger, president of Reply-O, has always disagreed; he claims that Reply-O-Letters' success comes from the fact that the card can't be lost since it is always with the letter. But there is one thing certain, no mailing piece can do its job if it is consigned to the waste basket without being opened and read.

"Direct mail is wasteful. Too much is thrown away." How any thinking individual can accept this cliché is hard to understand. To resurrect another cliché, "You can't make an omelet without breaking an egg." Even the best direct mail doesn't get 100% readership but enough is read to make it an effective medium, and a medium that pays off in sales results. Proof that it pays off in the pharmaceutical field lies in the fact that 45% of the mail received by the physician in Clark-O'Neill's report came from 10 companies. Eight of those 10 were in the first 10 years ago. Since they include some of the largest companies in the field, it is certainly safe to assume that direct mail has paid off and is continuing to pay off for them.

If the unread portion of direct mail is considered a waste, then the unfruitful calls by detail men are wasteful too. The countless hours spent at conventions talking in the deaf ear of a physician who couldn't care less about your product are wasted. You have to make calls to get results and one piece of pharmaceutical mail can make, at the same time, a call on each one of 188,235 physicians in the United States.

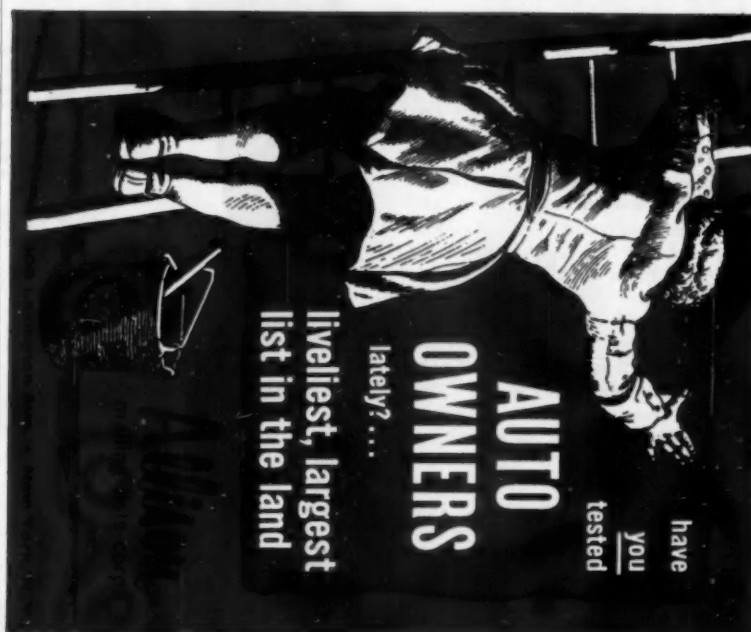
"A lot of direct mail is in such bad taste that it repulses the doctor." That, unfortunately, is true and it is, in my opinion, the chief reason for much of direct mail's bad name. There are those who are fighting to erase this type of mail, notably the Pharmaceutical Advertising Club of New York, the Direct Mail Advertising Association and that crusading defender of direct mail, The Reporter of Direct Mail. But good taste is an attribute which has to come from within and eradicating bad taste is a formidable job.

"Direct mail increases the cost of

drugs." It does not. Direct mail, with other advertising media, has reduced the cost of drugs by creating a demand which has given us mass production. In turn, the economies of mass production have enabled the manufacturer to lower prices. In the pharmaceutical field, as with other American business ventures, advertising has helped to lower costs rather than increase them.

Perhaps I have been too vehement. It could well be that the individuals who could have come to the defense

of direct mail, have not done so because they felt that the charges were not well-enough founded to deserve an answer. It is quite obvious that the accusations have not affected their belief in direct mail. But even though that may be the case, I felt that someone should take up the challenge. Many of direct mail's greatest virtues have not been enumerated but if I have helped to refute any of the inane arguments against direct mail, my time will have been well spent. ●



AUTO OWNERS
latest? ...
liveliest, largest
list in the land
have
you
tested



"custom-made"
mailing lists
... compiled
to your own
specifications

UPGRADING LETTER COPY

by Paul J. Bringe

Milwaukee Dustless Brush Co.

It is not easy to make a good hotel appear superior to hundreds of other good hotels. The writer of the Belden Stratford letter apparently could not hurdle this mental block.

This is the only explanation I can find for such terms as "ingenious blending," "treasured traditions," "plus value comfort," (just what is that?) "step ahead" and "truly designed." These words do not describe the Belden Stratford—they don't describe anything! They are words we find so easy to use when we don't know what we want to say. They are lazy words, reflecting lazy thinking or lack of any thinking, and every reader will have a different interpretation of them. When we use them we lose control of our meaning in the mind of the reader. And when that happens all is lost.

Notice how the running head and first three paragraphs are completely different from the rest of the letter. This material was obviously grafted to the balance of the letter as an afterthought. The readability rate of the preamble (desirable in a law but never in a letter) is about eighth grade, while the rest of the letter rates difficult—a dead giveaway.

The "undersigned" wants personal knowledge of your travel plans but he does not say what he is going to do with that knowledge. And *two* signatures—just who is going to look after my welfare at the Belden Stratford?

When your product is pretty much the same as your competitors' you had better sell people. Sell yourself or someone else in your employ. It is always easier to sell a person than a product. People are interested in people.

The rewrite, after saying we have a good hotel, switches to people and mentions specific employees. This is done with the idea of follow-up letters coming from other employees, perhaps with photographs.

The possibilities in a continuing series are endless—and the letters, too, should be endless. Or at least continue until the names Chicago and Belden Stratford are synonymous in the reader's mind. ●

Belden Stratford Hotel

KENNETH A. WHITE
VICE PRES. & MANAGING DIRECTOR
2300 LINCOLN PARK WEST
CHICAGO 14, ILLINOIS
DIYERBY 4-8410

"RING THE BELL AND TELL THE PEOPLE!"

Such was the order in early times, when the ringing of the bell in the public square served as a signal to the workers in the field, shopkeepers, and the alert to assemble and receive news of importance.

Effective then, of course - however not quite selective enough for our purposes today.

Hence, since our message is intended primarily for you in connection with your next visit to our city, we have elected instead to ring your bell to insure personal and prompt delivery.

The descriptive folder enclosed reflects the ingenious blending of the treasured traditions of the distinguished Belden Stratford, with the plus value comfort and convenience of the dramatically new - step ahead - custom designed guest rooms and suites, complete with air conditioning and large screen television.

A beautiful hotel, in a beautiful setting, truly designed for gracious living. . . words that so aptly describe the Belden Stratford take on a new meaning to guests as they experience the warm, efficient and friendly, yet unobtrusive manner in which our entire staff has been especially trained to serve them.

We cordially invite you to stay with us on your next trip and learn first hand why an ever increasing number of discriminating executive travelers and important national organizations proudly refer to the Belden Stratford as their headquarters.

May we suggest that you telephone, telegraph or write the undersigned direct, in order that he may have personal knowledge of your travel plans.

Very sincerely yours

W-

WHEN YOU GO TRAVELING --

To Chicago does the hustle and bustle of the "Loop" leave you a bit weary at the end of a busy day? That's when you will welcome the relaxation of the Belden Stratford Hotel.

The lake front at 2300 Lincoln Park West is just a few minutes from the heart of Chicago. But you will think it is miles away the moment you arrive at the Belden Stratford. Here you will forget the noise, confusion and irritations of big city life.

Naturally, we have every comfort and convenience you expect to find in a modern hotel -- and more. But to us a good hotel is much more than rooms, air conditioning and television. It is people -- people eager to serve you, to anticipate your needs, to make your stay with us an event to be remembered.

Everyone of us here, from Pierre Cocteau our Chief Chef, to Marie Bolton our Housekeeper, has a personal interest in your enjoyment and satisfaction. We look for opportunities to serve you. We like the Belden Stratford and want you to like it too. Will you give us a chance to prove this?

Get in touch with me before your next trip. I will consider it a privilege to handle every detail of your visit.

Sincerely,

P.S. Anything special you want done in Chicago before your arrival? Theater tickets, shopping or appointments? I am ready to help.

DURABILITY + PRINTABILITY



wash this paper!

Take a damp cloth, wipe away the simulated thumb print in the small circle. You will see how Texoprint's plastic surface keeps printed pieces new and clean looking for years. Beauty is always at hand with Texoprint.



TEXOPRINT PLASTIC PRINTING PAPER

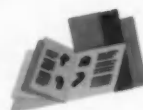
This is Texoprint

The plastic printing paper which adds durability to color printing

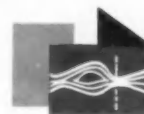
Texoprint, a paper material impregnated and coated with plastic, was developed to produce excellent printed results with fast setting inks—for color process offset, line letterpress and silk screen.

Texoprint opens a whole new field where durability can now be combined with finer reproduction quality. For many items Texoprint can replace pyroxylin and holland-type cloth, coated or uncoated printing papers and cover stocks.

Because Texoprint suggests many unusual end uses it is important that you make evaluations to determine if Texoprint meets your end use requirements. We shall be happy to provide free samples for test purposes. Consult your ink supplier for specific ink recommendations.



Catalogs



Sales broadsides



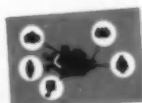
Hardbound book bindings



Labels



Games



Wall charts



Children's books



Flip charts

Texoprint is available in a range of weights, colors and special finishes. **WEIGHT:** Basis 25x38-80", 115", 140". **COLORS:** Green, Blue, Canary, India, and White. **FINISHES:** Plain, Box Calf, Levant and Linen.



Manuals



Maps: roller mounted, folded and wall

characteristics ...



Cleans easily with a damp cloth and mild soap
Matchless color reproduction • No-fray edge
Tear resistant, withstands rough handling
Accepts adhesives • Sewable • High opacity
Excellent dimensional stability
Folds well in either direction; may be folded

and refolded many times without flaking.
May be rolled and unrolled many times; resists curling, lays flat, yet is extremely flexible.

Texoprint has a high degree of resistance to: fresh and salt water, grease, oil, some chemicals, insects, bugs and rodents.

A PRODUCT OF KIMBERLY-CLARK



CORPORATION

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Simple Can Mean Stupid

It's about time someone locked horns with the word SIMPLE! We keep telling you in this department to write simple copy. We keep telling you to make it easy to read, easy to understand. But there's such a thing as being too simple. Simple, you know, can also mean "stupid," as well as "unadorned."

In your efforts toward simplicity, be sure you don't make it so simple it doesn't say anything. Be sure you don't make it so simple it rolls off the mind too easily.

The shortest sentence in the Bible, "Jesus wept" is a simple two word sentence. But oh, how meaningful in context. It presents a definite image to those who read it. It has impact. Two simple words illustrate the Lord's feeling for humanity in general. Simple? Yes. But meaningful.

I hope you won't think it's sacrilegious of me to make a comparison. Take the over-used expression "Act now." Simple? Certainly. Just two words. But what does it say? What image does it bring to the reader's mind? I think the answer is obvious.

So, write as simply as you can, of course. But don't sacrifice the other elements of good copy just to make your copy simple.

Thanks, Mac

During the DMAA Convention, I had an opportunity to talk with a lot of people engaged in writing direct mail copy. From these many conversations I brought home a great deal of inspiration for ideas which will show up from time to time in this department.

One of the most delightful of these conversations was with my good friend, Robert C. MacDougall, of The New York Times. It seems Mac took to heart what I had to say in a recent issue about direct mail bromides. In the March issue I pointed a finger at the expression "Do it now!" And my comment was "Why NOW? Wouldn't tomorrow satisfy you?"

Mac used the idea and built a post-

script around it for a New York Times subscription letter. The postscript:

"If you cannot decide right now whether to accept our invitation, why not keep this letter and show it to other members of the family? The Times is a delight to people of all ages who like to keep up with current affairs, and follow new developments in their special fields of interest. It helps high school and college students get higher marks in social studies, English, economics and other subjects."

You'll find some other potshots at bromides, including a repeat on the "Don't rush me" idea—in what follows here.

Mr. Prospect Speaks!

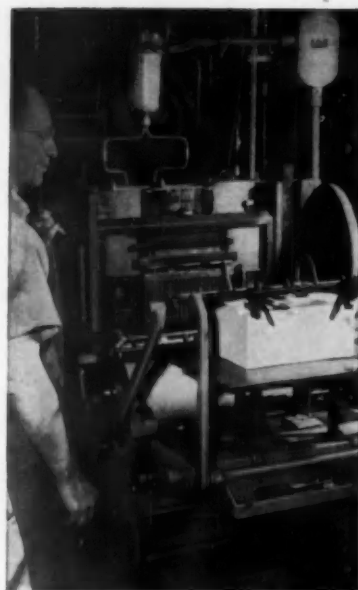
In your advertising you say your widget is better. Better than what? Better for what? Better than your competitor's? How is it better than your competitor's? How can I get more wear, more service, more fun out of your product than I can get out of your competitors' product? Tell me.

Just saying yours is BETTER isn't saying anything. Maybe you mean it's better than it used to be. Maybe you mean it's better than the product you sold one of my friends that didn't do everything it was supposed to do. Have you improved it? How have you improved it? Where have you improved it? Tell me.

You can't fool me, mister. Don't give me that advertising talk. Everywhere I look—in magazines, newspapers, on television, or the direct mail that comes to my desk—I find claims. What makes me buy is "proof," "benefits," the kind of talk or reading that convinces me I'll get something I want or need in exchange for my hard-earned money.

Retire on \$300 a month in California? It can't be done. Not with my tastes. Who are you fooling?

That *Amazing Offer* of yours.



Compare Hamilton Bond

... because your work
is as good
as your bond

Hamilton Bond invites comparisons. Compare its white—a beautiful white—bright, sharp and clear. Here's a perfect background for printed, typed and handwritten impressions. Compare its formation—clear and perfect—a formation which insures a level surface for best press performance. Check its other top bond features—*genuine* watermark, distinctive colors (10 of them), strength and endurance, pre-conditioning, moisture-proof wrapping.

Any way you look at it, your work is as good as your bond. And Hamilton Bond brings out the best in your work!

Hamilton Papers



HAMILTON PAPER COMPANY

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

What's so amazing about it? A six months subscription for \$1.00. I'm not amazed—the way you mean it. Amaze means to bewilder or perplex. That, I am. Because I can't understand what makes you think your offer is so amazing.

And don't rush me, bub. I'm not going to mail your return card today. I might want to think it over until tomorrow, or maybe next week. Is that a crime? Why today? Do you need orders so badly? Let me take my time, will you?

And how about that "Now ready!" Ready means I can get it now, doesn't it?

When you tell me I can learn dancing at home in five days or pay nothing, and then I look further down and find out I have to pay \$6.95 for a home instruction course, you don't mean, really, "pay nothing." I have to pay before I get to try it. What you probably mean is, you'll send my money back. That's not the same as "pay nothing."

So your product is made of "genuine imported silk?" Imported from where? Japan? Hoboken? And what on earth does that word "genuine" mean? It's either silk or it isn't silk.

Here's one that set me wondering. Got a piece of mail from a maker of a spinning reel. The ad heads up "Special introductory offer, \$5 off!" Then goes on to say the regular price is \$13.50, now only \$8.50. But the thing that threw me was this statement: "Limited to the first 5 orders from any county." Why? If they got 6 orders from one county, would they send one of them back? Maybe they'd send them all back with a letter saying, "Sorry, the game's over."

Say What You Mean

"Here's that suit I bought from you last week," said a customer angrily, flinging down a bundle, "and I want to remind you that you promised to return my money if it was not satisfactory."
"So I did," confirmed the tailor politely.
"But I'm happy to say that I found the money quite satisfactory."

(Just went through a part of my file of mail order letters. In a 5 minute search, found 8 letters using this phrase, or variations of it, "Your money returned if not satisfactory.") ●



Edited by
Peter Shugart

The purpose of this department is to give you thumbnail sketches of authenticated direct mail successes. In order to get a release of confidential figures, we have promised that names and addresses and identifying details will be withheld.

Steady investment of 5.2% of sales in space advertising and direct mail enlarges prospect list from 5,000 to 435,000. **60% of business for this radio kit supplier comes from direct mail.** 6 mailings per year are used. February, April, June, September and October. 30 months not too long to keep name on list. Budget of \$650,000 per year.

\$

Home builder mails new gadget to promote sales of his houses. Sent out 200 master keys with plastic tags that fit front doors of his five models. Realty brokers invited to show the goods to prospects. Made it easy for dozens of brokers to act and sell.

\$

Getting students for aeronautics school is tricky. Used 20,000 piece mailing last year (names from high schools) and returns averaged 5% to 8%—the school manages to close about 2% of these inquiries. Considering 10% per year increase in business—this method worthwhile.

\$

Home painting and decorator uses direct mail successfully—He chooses the neighborhood most suitable for his offering . . . he finds **once-a-year 1,000 piece mailing will usually bring between \$4,000 to \$5,000 worth of work.** He uses the offer technique—offers FREE booklet on latest styles, colors, etc. Never sell this method short for discovering new prospects—it has built many a fine business from scratch to wealth.

\$

Heating company in midwest started in 1949 with 9 employees . . . now has 71 shop men and 7 full time salesmen. In recent year residential **cooling sales were four times more than previous year.** Direct mail reaches about 10,000 prospects. Special prices offered. Return of cards on each mailing usually about

4%. He spends about 50% of advertising money on direct mail and rest on newspaper, telephone book ads, presentations and point of purchase displays.

\$

Major retail store had an inactive charge list of 52,000. A series of 5 mailings to that list resulted in revival of 17,000 customers; traceable immediate business was \$551,000. **The cost per revived customer was 67¢ and the return per revived customer was \$30. WOW!!**

\$

House organs are always powerful producers of action . . . here is envelope manufacturer who mails four times yearly to 11,000 envelope users and presents 8 page, 2 color magazine of stories and articles useful to anyone using mails. Company receives from 77 to 218 replies per issue usually inquiries about some specific sample of envelope or paper.

\$

Canadian printer produces fabulous direct mail success. Prepared a small mailing of 620 names for dry cleaner that cost a total of \$70. Brought in \$465 worth of cleaning orders. 300 folders went to new accounts and 113 new account orders were received within 7 days of the mailing and additional 27 repeat orders within the second week. **500% RETURN ON HIS ADVERTISING DOLLAR!!**

\$

Automotive service center tried and succeeded with a gift mailing idea—Sent 2,000 direct mail pieces describing his permanent gift certificates redeemable on services at his shop. Certificates sold for \$10, \$15 and \$25. **45% return on this mailing!** Many gift certificates bought for husband's by wives. Just in time to test it this Christmas in your own business.



Here's a zoned list of 26,000,000 names that sells millions in merchandise annually



Electronic selection of IBM name cards before addressing assures pinpointing your best prospects. Over 70,000 square feet in two modern plants in Lincoln, Nebraska and Chicago. Daily addressing capacity 850,000.

The families on this Select-O-Nomic list purchase 92% of the consumer goods sold in their respective towns—and you can select their names for your direct mail by income, home ownership, education and other economic factors.

Whether you want economic, neighborhood, or saturation coverage . . . names or resident or occupant . . . labels or envelopes . . . you'll pinpoint your best prospects with this proven list. Proven with millions of dollars in sales for the country's leading publishers, mail order firms, fund raisers, coupon and sample mailers, lead and dealer-help advertisers.

Like to know more about this districted, zoned Select-O-Nomic list? Write today for your free copy of the four-color, 32-page brochure, "Direct Mail Advertising in a New Light." Or contact your nearest MAC office.

MAIL ADVERTISING CORP. OF AMERICA

435 North LaSalle Street
Chicago 10, Illinois
SUperior 7-3785



809 "P" Street
Lincoln, Nebraska

New York
527 Madison Avenue
PLaza 5-6541

Los Angeles
610 South Broadway
VAleutine 8618



435 N. LaSalle
Chicago, Illinois

PULL-TAGS for READERSHIP PLUS!

Give your special message a FREE RIDE. Hung on a PULL-TAG, it can be read as a separate idea, aside from your regular mailing contents. Discount prices — convention dates — new address — added services — and other spot announcements are naturals for PULL-TAG format. Here's the ZIP-OPENER feature with a selling PLUS!

See how this unique, exciting sales promotion idea can get action for you. **WRITE TODAY FOR OUR FREE BROCHURE.**

the
Connelly
Organization, Inc.

1010 Arch St., Phila. 7, Pa.
MArket 7-8133

FOR YOUR MAILING LIST — A COMPLETE FULFILLMENT DEPT.

A complete service from setting up your list through actual mailing, including preparation of Cheshire mailer strips, maintaining Addressograph, Pollard-Alling, Speedumat, and Elliott systems. For additional information write, call or teletype

AMERICAN PRESS

200 S. 7th, Columbia, Missouri
Gibson 3-9731 — TWX, CLBA Mo. 262

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you.

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN
Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

My Mail Order Day

By Jared Abbesson

"Good humor may be said to be one of the very best articles of dress one can wear in society," thus said old William Makepeace Thackeray.

O.K. Bill you go around toting your load of good humor into polite society but not Old Jared. To be precise I'm in a hard, bitter mood this month. Yes Siree, a sullen, bitter, cynical, morbid, fretful, irascible mood. Lucky in the Mail Order game one doesn't get to mix much with society polite or otherwise. If I was back in my old trade of traveling salesman I would be told to keep traveling. However one of the beautiful angles of this complex industry is that it makes no never mind if you smile or frown, all the customer sees is your impersonal, "personally yours" Direct Mail or space advertising face.

Now let's get one thing straight. It isn't business conditions that are souring the milk. Business of course could be better, but for some unknown reason my net worth on my monthly financial statement persists in rising. That is one indisputable fact. "Business could always be better". Reminds me of the time I was on the road cold canvassing for business in the days of yore. Rang a factory door bell and less than two hours later stepped back out on the street with an order for \$15,000 worth of machinery to equip half the plant in my pocket. With the odds and ends of auxiliary equipment that meant a commission of over \$4,000 for the A.M.'s work. So I telephoned the order into the factory to get things rolling. My associate took down the details and then asked two questions. "How come you only sold them for half the plant?" and "Who have you planned to see this afternoon?" So business no matter how good can always be better.

And it isn't the weather that is curdling me. I have three fans and a ¾-ton air conditioner within reaching distance not to mention gas and electric heat. My poker playing shows a profit for the year. Before the gentleman in the back row with a dog-eared copy of Havelock Ellis asks a

leading question let me say that there are no complaints in that department either.

So what's the gripe, the burn, the aggravation, the botheration, the pain in the cervical vertebrae. Well I'll tell you kind friends it's PEOPLE. And let me enumerate some of them.

#1 — On the list is the man who is howling about the postal situation at the top of his voice to any chance passer by. The mail order man who wets the shoulder of another mail order man with his saline tears. The user of Direct Mail who latches on to the arm of another ditto and tells his woes. Sure there is plenty and much to complain about in res postal. But wailing to one another isn't going to help the situation one smidgin-widgin.

No Sir friend wailer. Don't beat your gums to bretheren and fellows. Get out your trusty typewriter or teletype and let your representatives in Washington, D.C. hear about your views. Join organizations that represent you in the sacred halls. Why just the other night one lad whose lips were turning to pulp from flapping with idle breeze asked me, "And what is the DMAA doing about all this?" and I took a bit of wind out of his sails by replying, "What is the difference to you? You never joined the outfit." So to all unaffiliated wailers I say "Join, in union there is strength."

#2 — On the list of those causing Jared to curdle is the ubiquitous pied piper who convinces wide eyed innocents that the Mail Order Road is the one that for sure, inevitably leads to a great big pot of gold. There are really two varieties of this polecat. The first is an out and out fraud. A sneak thief who as a professional con man has found that aspirants to the Mail Order way are a particularly cheerful band of innocents who will listen well to all sorts of garbage. This man is a nuisance but not terribly dangerous. His chosen victims are the helpless and hopeless who if they didn't get clipped on this con man's scheme would be out buying gold bricks.

The second variety of pied piper is



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Dept. R-45
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SATIRE, INC.
Personalized Direct Mail
734 No. Brand Blvd., Glendale 3, Calif.

infinitely more dangerous. He believes the tale he tells. Through the years he sinks every dime of his own, and every dime he can talk out of other people into one hair-brained plan after another. Some of these pie-eyed pipers have finally been beaten over the head so often that they don't have any actual day to day contact with Mail Order any more except their eternal round of writing and lecturing and selling of "Go Thou Into The Mail Order Business" propaganda.

#3 — On the list and from here on let me cover some specific types of pests — number 3 on my list are the folks who write uplifting success books in all kinds of fields. Now I admit there is a definite need for well written "How To." books. There is also a need for biographical material on folks who have trod the path ere now. There is also a need for purely moral and philosophical tracts to sooth the pondering mind. For example I believe that Marcus Aurelius' Meditations should only be allowed to be read by senior citizens who have been beat over the head enough to appreciate its pure beauty. No, what I dislike is the kind of drivel that pours off the presses daily guaranteeing to make the reader healthy, happy, wise, and oh yes, potent as the bull of the woods. The last author of one of these books that I spoke to is now hunting for a reliable psychiatrist.

#4 — On the list. Unscrupulous patent attorneys who specialize in taking unsuspecting inventors for a long and costly sleigh ride. And you can add to them the new gimmick of patent marketers who keep the sleigh coasting along after it should have hit the bottom of the hill.

#5 — On the list. And here I must take a whack at a good friend. — Please, oh please, buy that poor girl that steak dinner. My name is on some 800 different mailing lists and she sure is working like a dog for many months already cleaning some of those lists in anticipation of that promised steak.

#6 — On the gripe parade — All those imitators of the original guy who promises to teach the "profitable" import export business by mail. In their efforts to attract part of this business they are offering courses for less and less and promising more and more. The mails are loaded with form letters from poor folks who take these deals and now wait hopefully for the postman to dump the million dollars on the front stoop. And they wait and wait and wait.

#7 — Of the folks who sour the disposition are the "I can get it for you wholesale" lads. The chums who can not only buy it cheaper and sell it to you cheaper but then you can sell it to a friend cheaper who can make an extra profit by reselling it. How many places do some of the people who fall for this approach think there are in the Mail Order game of Musical Chairs?

#8 — On the list are the directory publishers who compile their directories by copying from other directories with nary a bit of original digging. This allows the Mail Order Operator who buys the list to use it as a prime source of getting back nixies.

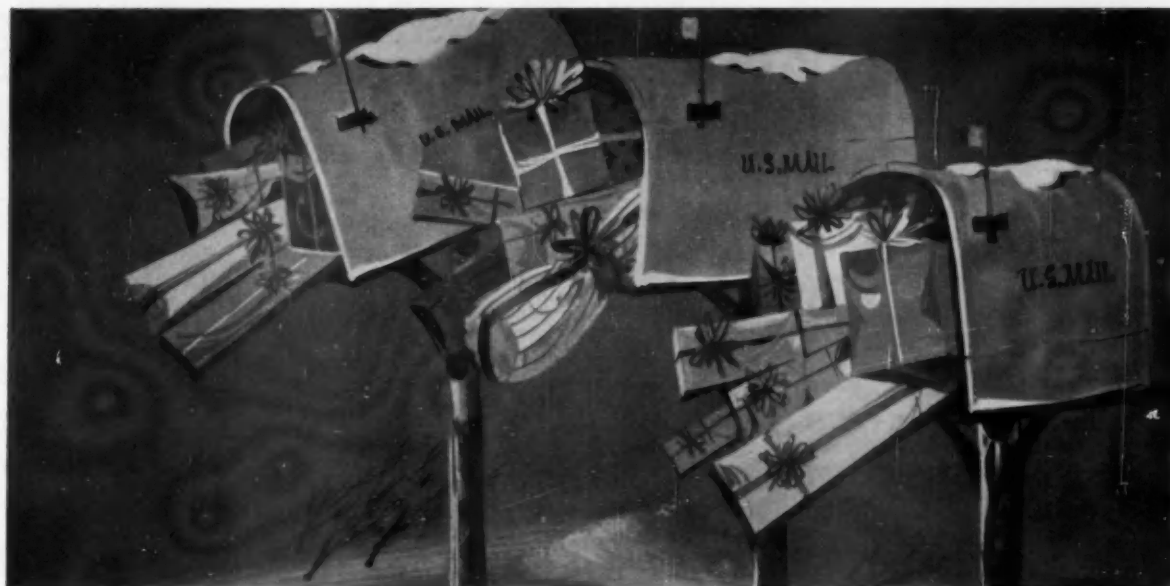
#9 — On the list are the peddlars of erzats smut labeled "Art Studies." I can't draw a straight line with a T Square but from the incoming mail you would think I was a second Reubens.

#10 — On the list of digestion disturbers are the bums crumbs and human vultures who torture poor women into thinking they can make BIG MONEY at home easily by doing addressing or various other homework schemes. All they have to do is send the vulture a small amount of money to get started on the road to the cleaners.

#11 — On the list of folks I could sleep happily without are the lads selling various "franchise" schemes. Most of these schemes when carefully analyzed are franchises to the poor house. So help me there is even a man now selling a list of franchise schemes. I can't take them all apart but one on my desk offers the following: The promoters will prepare your catalogs, write your sales letters, supply the mailing lists, and drop ship the merchandise. Don't any of the people reading this ask themselves, "If this scheme works, what do they need me for, to lick the stamps?"

Well gentle readers and friends I could go on and on but the acid in my system threatens to overwhelm me. If I continued on about the big companies that write to my outfit like a poor relation, or the fellows who send letters about various schemes to beat taxes (like I was some kind of crook), or the big manufacturers' associations that want me to carry the ball for them, or the little charity swindlers that choke off the funds to legitimate fund raisers — well anyway I would be tempted to reenlist.

Come to think about it the last time I enlisted was the last time I got something for nothing. A big shiny Springfield rifle. And just



AMERICAN ARTISTS GROUP

Christmas Cards

CREATED BY AMERICA'S FOREMOST ARTISTS

"The American Artists Group originated the idea of reproducing the work of important contemporary American artists on Christmas Cards... The result is the most outstanding greeting cards in the U.S.A."

—CHICAGO TRIBUNE

"These cards truly pay homage to Christmas in a language of beauty."

—BOSTON POST

"They make Christmas card sending an artistic event."

—DETROIT NEWS

"When artists interpret Christmas on Yuletide cards you get originality and quality—not stereotyped designs."

—WASHINGTON (D.C.) POST

There'll be profit and prestige for you when you show your customers "the Christmas Cards they've been reading about!" A.A.G. Christmas Cards are acknowledged by authorities to be the most beautiful and original greeting cards published (just glance at the quotes to the left) yet A.A.G. cards cost no more than ordinary, routine cards.

Since you are engaged in the Direct Mail business you owe it to yourself to become familiar with these Christmas Cards because they represent the highest standards in design and craftsmanship. In the A.A.G. Christmas Card collection you will find something suited to the personality and taste of every one of your customers. There are many designs that are specifically created for various types of Businesses, Professions and Sports.

• *Return the coupon below and we'll be glad to prove that ours are the finest Christmas Cards you've ever seen—the kind that you can sell with pride, enthusiasm and profit.*

WE HAVE DESIGNS SPECIFICALLY CREATED FOR THE FOLLOWING BUSINESSES, PROFESSIONS AND SPORTS: Air Travel, Aviation, Buses, Candy Mfg., Carriages, catering Service, Clocks, Dance Studio, Doctor, Dogs, Equestrian Equipment, Farm Supplies, Fishing, Garden Supplies, Giftware, Gloves, Golf, Hardware, Horses, Hotel, Hunting, Jewelry, Kitchen Ware, Lawyer, Lumber and Firewood, Mail Services, Milk, Music, Outdoor Furniture, Pet Shops, Picture Frames, Poultry Dealers, Real Estate, Ships, Stamp Collectors, Television Studio, Tool Firms, Toy Manufacturers, Trains, Transportation, Travel Agency, Wines and Liquor and X-Ray Equipment.

AMERICAN ARTISTS GROUP, INC.
106 Seventh Ave., New York 11, N. Y.

Please send me full information about the A.A.G. Christmas Cards.

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Columbus 5-8616

d.l. natwick

MAIL ORDER LISTS

136 W. 52nd St., N. Y. 19, N. Y.

Member: National Council of Mailing
List Brokers

BULLETINS

If you use form letters in lots of 25 copies to 100,000, you'll want to see these clever, 4-color, preprinted letter-sized forms that get ANY message off to a flying start; command attention and respect! FREE catalogue. Write to NATIONAL CREATIVE SALES, 1030 Leggett Ave., New York 55, N. Y.

HOUSE ORGANS

This form of advertising can make sweet music. But the copy must SING! Need not be expensive. (I publish several on blotters). Free copies if requested on letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

22 Mail Order
Experts Answer
Nearly 600
Questions In

MAIL ORDER STRATEGY

... an idea-packed manual of personal interviews conducted by Lewis Kleid. The volume is profusely illustrated ... showing samples of material the experts use to get orders by mail. Price is only \$7.50 ... direct from

The Reporter of Direct Mail
224 7th St., Garden City, N.Y.

six months later 40,000 howling Japanese gentlemen were trying their darndest to blow off the top of my head just cause I was carrying the darn thing. No Sir, I don't want anything more for nothing. See you all next month cousins.

WRITE AS YOU WOULD TALK

Some of the experts do not like the "write as you talk" formula, claiming that most conversations ramble around and when written are confusing. But what the formula adherents mean is ... a letter can and/or should read like a conversational approach.

We liked the following outline which appeared in the always good monthly newsletter of Birmingham & Prosser Co. (paper merchants), 715 May St., Kansas City 5, Mo. Written by Editor Ray Strindmo. He is doing a bangup job of educating:

Outline for DM Writing

Why not put your writing materials in the same category as the telephone or the air between you and the other fellow when you are talking face-to-face? A piece of paper is only the medium. Use it to talk. Here are some tips which we have found helpful in writing effective direct mail.

Tip #1: Prepare the first draft of your direct mail message fast. Let yourself go. Don't attempt to calculate or study each word ... each phrase any more than you would if you were "talking" face-to-face.

Tip #2: When you run out of gas ... quit! When you run out of words in a conversation, you take a breather. Don't force your writing, because sure as shooting what you put on that paper will appear forced ... and your reader can spot it in a flash.

Tip #3: After you are through with your first draft ... step into the other fellow's shoes. Visualize the situation. He is busy. Yours is but one of several direct mail messages he has received today. How does your message stack up? Have you put your story together in logical order so that it is quickly understood? Do you need a dictionary to decode some of the big words that have been thrown in for impressiveness, yet only cloud the issue? Have you talked in the language your prospect uses? Have you told your prospect what you want

him to do ... send in an order ... write for a catalog, etc. ?

Improving Your First Draft

Even the direct mail expert's first draft is usually "polished" before it is sent out. He checks the points listed above.

He checks to see if he might improve his message by making it shorter or longer or by rearranging his sales points. He makes sure his sentences are uncomplicated and not too long. Any sentence that takes several gulps of air to read it aloud is too long. Break it down and the chances are that it will be better understood. He also makes certain that he has chosen the correct conversational language for his particular group of prospects ... that he is not using "ditch-digger talk" with a business executive of vice-versa.

Go Ahead ... Send It!

One thing a direct mail expert does not do is sterilize his message. I have, and you have, too, seen a lot of direct mail that has been worked over, refined and boiled down so that it is almost antiseptic of enthusiasm and conversational tone by the time it is mailed. You know how you react to this type of message. Others react the same way. ●

INTERESTING LETTER ON FOREIGN TRADE

I have just returned from France where I was a member of the U. S. Department of Commerce trade mission to that country. My Government tour of duty was from April 7-June 12. Three other U. S. businessmen, as well as myself, plus two Commerce Department officials toured 10 different, important French cities. We also acted as trade counselors in the U. S. Government pavilions at the Paris and Lyon Fairs.

What was the mission trying to accomplish? We were there to exchange know-how, to help the French sell to us and to help them buy from us. In other words, we were trying to stimulate two-way trade through the specialized knowledge of the mission members—a department store owner from San Francisco, a food importer from Minneapolis, a trade magazine editor from New York, and a consulting engineer from New Haven.

The team had individual consultations with some 400 French manufacturers—most of whom wanted to export to the U. S. Most of them

knew absolutely nothing about selling in the United States. Their marketing knowledge was restricted to France—a comfortable, cozy market, where the manufacturers divide up the market, and no one puts much effort into selling.

For example, very few of them had the slightest concept of advertising or direct mail techniques in the U. S. But I talked with one manufacturer who thought he *did* know something about direct mail. How wrong he was!

He was a manufacturer of fairly expensive ceramic gift items. He had done some selling in the States via a commission representative, selling to the better gift shop distributors. But he wanted to expand his business by going direct to the consumer. So, we got into quite a discussion on mail order houses, mail order techniques, etc.

This manufacturer told me he had bought a "very special, high-priced" list of 1,000 business firms in the U. S. who had been guaranteed as "Christmas gift-givers." The name of each company president and the advertising manager was also included in this list. He told me he paid \$1,000 for the list! (He bought it through a European list representative, not directly from the States.)

I almost fell off my chair when he told me the price. While on temporary Government duty, I had no right to criticize a private business deal, but I managed to convey the impression that, in my opinion, someone had done an awful job on him.

There is great opportunity for direct mail specialists, list brokers and list compilers in the European market.

There's plenty of interest there, and you might even say a "hot" direct mail prospect list is available. So far, in the past three years, the U. S. Department of Commerce has sent trade missions abroad to many countries. Each of these missions has compiled a list of firms who expressed an interest in exporting to the States. These lists have been mimeographed, but I'm not sure who has them.

Also, many of these leads are published in Foreign Commerce Weekly, published by the Bureau of Foreign Commerce, U. S. Department of Commerce in Washington.

Sincerely yours,
RICHARD G. LURIE
Editor, American Exporter
368 4th Ave., N. Y. 16, N. Y.

CONFUSED EXPLANATION

The Small Business Administration recently published a 102-page, 6"x9" paperbound book, titled "Profitable Advertising for Small Industrial Goods Producers." It's available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for a fee of 35¢. It was written by Raymond P. Wiggers. It is a fairly good book . . . but we were slightly shocked when we came to Chapter 9, page 68 and read part of the introduction to "Correlating Direct Mail with Your Program." Here's what the man said:

"Dr. Jekyll and Mr. Hyde.

"At the very outset it should be recognized that direct mail is an inconstant friend of the advertising manager. It should be welcomed with some reservations. On the one hand, it does provide him with an extreme flexibility not to be found in any other medium. It permits him a wide range of latitude in the application of his creative merchandising skills. It opens the door to imagination and imposes no limits to its practice.

"On the other hand, direct mail poses many traps into which the unsuspecting manager, who fails to exercise careful planning in his program, may fall. The constantly increasing volume of mail which daily crosses the industrialist's desk serves to decrease the effectiveness of even the most carefully executed mailing piece. Cleverness has become commonplace and mail once welcomed has become more and more a nuisance to the prospective buyer. It is a prevalent practice to discard all but the most provocative mail *unopened!*

"Unless your mail is forceful and appealing—directed economically into the right hands, at the right time—a considerable portion of your advertising budget is going to be wasted. Because it is easy to *assume* direct mail effectiveness, there is no easier way to squander your appropriation out of all proportion to the results achieved."

It is all right to point out the pitfalls in direct mail . . . but who can prove "it is a prevalent practice to discard all but the most provocative mail unopened?" Leonard Raymond's readership surveys would certainly disprove such a conclusion. And who can prove that the constantly increasing volume has decreased the effectiveness of direct mail?

A LEADING BUSINESS PAPER REPORTED THIS ABOUT

Autopen

SIGNING MACHINE

International Autopen Company makes the Autopen Signature Signing Machine which rewrites a signature at the rate of 3,000 times in an 8-hour day. It writes with any fountain pen (including your own) containing any type of nib, in any color of ink. Anyone can operate the machine which is guided by a plastic master that can be



changed in a few seconds to allow machine to write different signatures or other text. Machine written signatures cannot be distinguished from original, and is legal on any check or document. This provides control against forgery since machine written signatures are identical to master, never varying like a manual signature. To prevent unauthorized use, master can be locked in a safe, and machine can be equipped with locks and counters to control its use. The Autopen is used to sign insurance policies, stock certificates, diplomas, celebrities' photos for fans, authors' autographed books, etc. Real signatures increase the value of direct mail. So far, the government is largest user of Autopen. Machine is hand fed and operates by a foot pedal. Ideal for lettershops that produce automatically typed letters, because it offers the ultimate in facsimile letter reproduction. Literature available by writing International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.

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OUTLINE FOR REACTIVATING LOST CUSTOMERS

The editor of *Dear Sir*, excellent monthly newsletter of Advertisers Addressing System, 703 N. 16th St., St. Louis 3, Mo. (whose name is not printed on the masthead), recently talked to the St. Louis Credit Men's Assn. Told them how to plan for reactivating lost customers. He printed the outline of his talk in this helpful fashion. Worth reading and filing for future reference.

OUTLINE FOR PROGRAM

No. 1—Determine for your own business your definition of a *customer* and your definition of an *inactive* account.

No. 2—Make a telephone survey of approximately 100 or more inactive accounts, to determine whether the causes of inactivity fall into a pattern.

No. 3—Start or increase whatever program you now have, to keep in friendly and sales contact with your customers.

- A. Advance notice of special offerings.
- B. Invitation to fashion shows and exhibits.
- C. Special privileges.

No. 4—Set up a control. The control will receive no special reactivation mailing. This will enable you to compare results of the reactivation program with the control, and will enable you to give top management dollars and cents comparative results.

No. 5—Design a *series* of special mailings to a test section of inactive accounts. This series should bring out the following points:

- A. You want the customer's business.
- B. You appreciate the customer's business.
- C. Latest news about your organization.
- D. Invitation to see the newest styles, services, etc.
- E. Offer to remedy any past complaint.

No. 6—Summary of results.

- A. Total number of accounts reopened.
- B. Total dollar volume of *charge account* business from these accounts for six months.
- C. Total cost of reactivation program.
- D. Will these results make top management enthusiastic?

No. 7—Set up a customer follow-up program to prevent customers from becoming inactive in the first place. ●

HOW WORDS GET STARTED

Two men died recently but their names will live on . . . in the *dictionary*. They were Senator Joe McCarthy who gave us "McCarthyism" and William Murphy, who gave us something more comfortable, "Murphy Beds." Other words derived from

names of people and places are: watt, volt, maverick, quizzing, bloomer, Ben Day, guillotine, bayonet, lynch, champagne, sandwich, frankfurter, hamburger, sardine, Limburger, cognac, buncombe, epsom salts, pekinese, calico, panama, limousine, canary, dollar and numerous others. *Clipped from "Bott-Shots," house magazine of Leo P. Bott, Jr. (advertising), 64 E. Jackson Blvd., Chicago 4, Ill.*

A LIKEABLE LETTER

Mary Ellen Clancy, who operates a mail advertising service shop at 250 Park Ave., New York 17, N. Y. . . . is continually thinking up something different for her monthly (or oftener) letters and bulletins to customers and prospects. We thought her April letter was wonderful . . . with a delightful humorous twist. Here it is . . . for all of you to enjoy.

Don't let your clients SLEEP . . .
Keep them AWAKE . . .
with MAIL ADVERTISING . . .

This is a little story which made me think of the importance of *continuity* in mail advertising.

This past Saturday night I had my whole Clancy family for dinner, including 3 nephews, aged 14, 12 and 10. Methinks they're going to grow up to be Mail Advertising Experts ! ! BECAUSE, while I was supervising the kitchen details, they "fixed" all my clocks—and after they went home around midnight with their Mom and Dad, this is what happened to me:

- 2 a.m.—The kitchen cooking timer went off with a bang.
- 3 a.m.—The bedroom electric radio alarm blasted me out of bed, just as I was getting into my first deep sleep.
- 4 a.m.—My traveling clock went off, and I had a heck of a job to find it—(hidden in a hat box!)
- 6 a.m.—Western Union phoned me to say it was time to get up for church. The kids had put the call in.
- 7 a.m.—In desperation I *phoned THEM* and said, "There's one clock missing—where is it? I'd like to get some sleep."

It's a silly story of what kids will do—but couldn't it teach us grown-ups a lesson? Perfect timing. Continuity. Continuity in your direct mail advertising. Don't mail *one* letter—plan your mailings to get your story over with proper timing and continuity. Coincide your mailings with your TV, radio, magazine or newspaper advertising, and you'll discover why mail advertising is being used by an ever-increasing number of smart advertisers.

And, of course, call us to help get it in the mail for you.

(Signed) MARY ELLEN CLANCY

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

POLLARD-ALLING—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

DIRECT MAIL EQUIPMENT

Rebuilt & Guaranteed Addressograph-Speedumat-Elliott Addressing Machines. Graphotypes-Cabinets-Trays-Plates-Frames. Mimeographs-Multiliths-Postage Meters-Tyers-etc. Surplus Equipment Purchased.

James Eckstein
326 B'way N. Y. 7, N. Y. HANover 2-6700

DIRECTORY OF ASSOCIATIONS

Lists 6,000 trade, business, professional, fraternal associations and societies of individuals, manufacturers, wholesalers, retailers, etc. Gives secretary, membership, description. Excellent source for mailing lists and specialized information. Price \$15.00. Sent on 15-day approval. No obligation to buy. Order from: Gale Research Co., 1116-21 Book Tower, Detroit 26, Mich.

EQUIPMENT FOR SALE

Phillipsburg Inserting Machine, 4 Stations with Pitney-Bowes Model 4300 and power stacker. Excellent condition. Approved Business Machines Co., 19 Hudson St., New York 13, N.Y.

10 Speedumat cabinets, 4 low roller bases 700 Speedumat trays, almost new.

Also available are 15 GF and Shaw Walker, 30,000 capacity, 3x5 card file cabinets and approximately 20 LeFebure ledger trays for 6x8 cards. This installation being liquidated immediately so write for prices.

Doane Agricultural Service, Inc.
Mr. Charles B. Paige, Office Manager
5144 Delmar Blvd.
St. Louis 8, Missouri

MAILING SUPPLIES

CARBOFF . . . 3 x 5 Index Cards for making copies of mailing lists . . . while addressing envelopes or letter. Self-copying, carbonless—\$1.70 per 1,000 f.o.b. Rochester, N. Y. Also CARBOFF self-copying papers. Samples and prices on request.

Waxon-Carboff, Inc.
8 Commercial St.
Rochester 14, N. Y.

EXCEPTIONAL BUSINESS OPPORTUNITY

World's largest Temporary Help Service will franchise local offices to be run in conjunction with your lettershop operation

National advertising and publicity has established "ready-made" customers for you. Every business firm needs this valuable service.

Cities 100,000 and under still available.

Write background and personal details to:

Franchise Director
MANPOWER, INC.
820 N. Plankinton Ave.
Milwaukee, Wisconsin

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Stillwell 4-5922

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

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or Tobe's. St. Catharines, Ontario

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Save with FOTO-FONTS. Unit cost per font—now only 15¢! Easy to set and align—sharpest reproduction. Free samples and details. A. A. Archbold, Publisher, Box 20740-K, Los Angeles 6, Calif.

MULTILITH, DAVIDSON PLATES

3 for \$10 Postpaid. Offset printing \$3 M. Folding \$6 for 10M pcs. Cash with order. Good work, quick service. ABC ENTERPRISES, 2107 Market St., Phila. 3, Pa.

FOR SALE

MAIL ORDER BUSINESS, ladies lingerie, bras, specialties. Est. 6 yrs. Over 35,000 reg. buyers. Growing fast. Full price \$35,000.00. Write: The Reporter, Box 102

Coxhead Vari-typewriter

1 Months use—4 months old. Model 160 DSJ. Save \$500.00. FCA, 381 West Center Street, Marion, Ohio.

Phillipsburg Inserting and Mailing Machine. AC current. 4 stations. Excellent operating condition. Will take 6 3/4 to 10 envelope. Price \$2350. Box 103.

WANTED

"Drop shippers wanted. All kinds of items. Seidman 8248 Temple Rd., Phila. 50, Pa."

HELP WANTED

EDITOR OF NATIONAL CATHOLIC PERIODICAL needs male secretary to assist in layout and editing, publicity releases and correspondence. Will train qualified applicant. Submit resume giving background, education and references. Chicago. Reply The Reporter, Box No. 101.

MANAGER

Mail Order Division

FOR:

Mail Order division of internationally known prestige publishing firm located in Chicago. This division has a staff of 55 people with an annual gross sales volume of several million dollars

CAPABLE OF:

- Accepting full responsibility for the administration of all promotional, sales and operational aspects
- Directing and guiding subordinates
- Planning and administering series of annual mailing campaigns
- Overseeing, directing and improving fulfillment operations
- Analyzing departmental progress on both an operational and sales level; guiding future expansion
- Dealing with top company management and with executives in publishing, mail order and other allied fields

SHOULD HAVE:

- Previous experience on an executive level in mail order or consumer direct mail fields
- Experience in writing copy, making rough layouts, scheduling production, etc.
- Knowledge of printing processes
- Previous successful supervisory experience
- Basic knowledge of mail order fulfillment, billing, etc.
- College background

WILL BE:

- Paid in accordance with ability and experience
- Associated with progressive, expanding prestige firm

SEND:

- Confidential detailed resume outlining complete details of background and previous experience

Write The Reporter - Box 104

Direct Mail

directory

LISTINGS ONE LINE PER ISSUE, \$16.00
PER YEAR. UNDER SPECIAL HEADINGS,
\$24.00 PER YEAR.

ADDRESSING

Address-O-Rite Stencil & Mach. Co., Inc., 54 W. 22 St., N.Y.C. 10 (OR 5-2240)
Creative Mailing Service, Inc., 460 N. Main, Freeport, N.Y. (FR 9-2431)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)

ADDRESSING MACHINES

Addressing Machine & Equip. Co., 526 Broadway, N.Y. 7, N.Y. (HA 2-6700)
Approved Business Machines Co., 19 Hudson St., New York 13, N.Y. (CA 6-6235)
Elliott Addr. Machine Co., 153A Albany St., Cambridge 30, Mass. (TR 6-3020)
Mailers' Equipment Co., 40 W. 10th St., N.Y. 11, N.Y. (CH 2-3442)

ADDRESSING PLATES AND EQUIPMENT

The Pengat Companies, Pengat Building, Bayonne, New Jersey (HE 6-3025)

ADDRESSING — TRADE

Addressing Unlimited, Flushing, New York (HI 5-3191)
Belmar Typing Service, 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)

ADVERTISING ART

A. A. Archibald, Publisher, P. O. Box 29740, Los Angeles 6, Calif. (RI 9-0488)
Artists, Inc., 5400 N. Greenwood Avenue, Chicago 15, Illinois
Multi Ad Service, 100 Walnut Street, Peoria, Illinois
Harry Volk Jr. Art Studio, 1401 N. Main St., Pleasantville, N.J. (PL 4620)

ADVERTISING BOOK MATCHES

Match Corp. of America, 3435-45 48th Pl., Chi. 32, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co., 5754 W. Irving Park Rd., Chi. 34, Ill. (AT 3-4122)
Jerry Hawk Advertising Specialties
1515 N. Cleveland Ave., Canton 3, Ohio. (GL 6-4541)

ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION

Troy M. Rodion, 1857 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc., 101 Wilder Bldg., Charlotte, N.C. (FR 6-3500)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)

AUTOMATIC SIGNING MACHINE

International Autopen Co., 1926 20th Street N.W., Washington 6, D.C. (NA 8-5814)

AUTOMATIC TYPEWRITING

Commercial Mailings, 2330 East 37th Street, Los Angeles, Calif. (LE 9-2442)
Great Neck Letter Service, 3 Hick 2, Great Neck, N.Y. (GR 2-8949)
Westbury Letter Service, 2901 Wellington Court, Westbury, N.Y. (ED 4-2335)

BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co., 44 W. 25, N.Y.C. 1 (MT 9-8355)
Postal Review Associates, Battle Creek, Michigan
Reporter of Direct Mail, 224 7th, Garden City, N.Y.
Cardinal's Years, \$5.00
Dogs That Climb Trees, 1.00
How To Get The Right Start In Direct Advertising, 1.50
How To Think About Direct Mail, 1.00
How To Think About Letters, 1.00
How To Think About Readership of Direct Mail, 1.00
How Direct Mail Solves Management Problems, 1.00
How To Think About Showmanship in Direct Mail, 1.00
How To Think About Mail Order, 1.00
How To Think About Production and Mailing, 1.00
The Plain Jane of Direct Mail, .50
How To Think About Industrial Direct Mail, 3.00

BUSINESS FORMS

Alfred Allen Waits Company, Inc., Allwood P. O., Clinton, New Jersey

CATALOG PLANNING

Catalog Planning Co., 191 W. 50th St., N.Y. 19, N.Y. (PL 7-1967)

CHRISTMAS CARDS

American Artists Group, Inc., 108 Seventh Avenue, New York 11, N.Y. (WA 4-3300)

CHRISTMAS STATIONERY

The Newbern Company, 2925 South Cooper Street, Arlington, Texas (CR 5-2207)

COPYWRITERS (Free Lance)

Glenn L. Anderson, 14255 Magnolia Blvd., Van Nuys, Calif. (ST 8-2433)
Tom F. Bott Jr., 64 A Jackson Blvd., Chi. 4, Ill. (HA 7-9135)
Tom A. Foley, 2222 Olive Street, St. Louis, Mo. (CI 1-2915)
Stevie K. Reed, 106 N. State St., Howell, Mich. (Tel: 65)

DIRECT MAIL AGENCIES

Ashred Associates, Inc., 601 Madison Ave., N.Y. C. 22, (PL 1-0812)
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass.
Homer J. Buckley, 108 N. State St., Chi. 2, Ill. (ST 2-3430)
The Buckley Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Chase Direct Mail Service Corp., 12 E. 46th St., New York 17, N.Y. (MU 7-2930)
James Connell & Assoc., 606 Mills Bldg., Wash. 6, D.C. (ST 3-1732)
Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. (HA 6-3300)
Dickie-Raymond, Inc., 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)
Direct Advertising Association, 21 East 40th Street, New York 1, N.Y. (OR 9-0838)
Direct Mail Services, 175 Luckie St., N.W., Atlanta 2, Ga. (JA 3-3398)
Duffy & Assoc., Inc., 318 N. 4th St., Milwaukee 1, Wis. (BR 3-7852)
General Office Service, Inc., 225 Park Ave., N.Y. C. 17 (MU 2-0800)
Graphic Service, Talbot Building, Dayton 2, Ohio (HE 4-133)
Harrison Service Inc., 210 East 30th Street, New York 22, N.Y. (PL 1-2820)
Hickup-Murphy Div. of James Gray, Inc., 216 E. 40th St., N.Y. C. 17 (MU 2-0800)
NCA, 10 East 20th Street, New York 18, New York (EL 5-1330)
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1020)
Robert Marks & Co., Inc., 32 E. 37th St., New York 22, N.Y. (PL 3-3924)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)
R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)
Reply-O Products Co., Central Park W., N.Y. 23, N.Y. (CI 5-8118)

Responda-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9679)
Responda-Letter, 520 Fifth Avenue, New York 36, N.Y. (AT 7-6250)
Richardson-Shaw Inc., 15555 W. McNichols Rd., Detroit 35, Mich. (BR 3-3955)
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 6-4700)
Maxwell Sackheim & Co., Inc., 345 Madison Ave., N.Y. 22, N.Y. (PL 1-3151)
Sales Letters, Inc., 153 W. 23rd St., N.Y. C. 11 (WA 9-3600)
Sando Rocks & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1551)
The Smith Company, 67 Beale St., San Francisco, Calif. (SU 1-6564)
Lloyd F. Wood Associates, 1610 Wise Ave., N.W., Wash. 7, D.C. (CO 5-9942)

DIRECT MAIL CONSULTANTS

James Connell & Assoc., 606 Mills Bldg., Wash. 6, D.C. (ST 3-1732)
Lawrence Lewis & Assoc., 175 5th Ave., N.Y. 18, N.Y. (OR 7-8088)
Peter L. Shugart, 2600 W. Pico Blvd., L.A. 6, Calif. (DU 3-5421)

DIRECT MAIL EQUIPMENT

Auto-Typist, 3223 N. Pulaski R., Chicago 39, Ill. (EV 5151)
B. H. Bunn Co., 7005 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)
Vehshire Mailing Machines Inc., 1644 N. Honore St., Chicago 22, Illinois
Polina Typing Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 6-7131)
Udren Calculating Machine Co., Inc., 233C Washington Avenue, San Leandro, Calif.
National Bundle Tyer Co., Bluffsfield, Michigan (BL 162)
Pitney-Bowes, Inc., 210 N. 11th St., Stamford, Conn. (FI 8-3621)
Scriptomatic, Inc., Phila. 7, Pa. (WA 2-4212)
Seal-O-Matic Machine Mfg. Co., 145 Hudson St., N.Y.C. (WA 5-0800)

DIRECT MAIL PRE-TESTING — 4 COLOR PROCESS

Encore Color Process, 52 East 19th St., N.Y. 3, N.Y. (AL 4-3502)

DIRECT MAIL SUPPLIES

Lee Products Co., 2763 S. Lyndale, Minneapolis 8, Minn. (RE 9080)

ELLIOTT STENCIL CUTTING

Allee Business Service, Inc., 32-15 33rd St., Long Island City 6, N.Y. (AR 8-4502)
Clear Cut Duplicating Co., 149 Broadway, N.Y. 6, N.Y. (CO 1-2437)
Creative Mailing Service, 460 N. Main St., Freeport, N.Y. (FR 8-4630)

ENVELOPES

The American Paper Products Co., East Liverpool, Ohio (FU 5-4240)
Atlanta Envelope Co., P. O. Box 1287, Atlanta 1, Ga. (TR 6-3866)
Berlin & Jones Co., Inc., 601 W. 26th St., N.Y. C. 1 (WA 4-4406)
The Boston Envelope Co., 387 High St., Dedham, Mass. (PA 5-4700)
Colorone, 2413 17th St., N.W., Washington, D.C.
Samuel Cupples Envelope Co., 560 Furman St., Brooklyn 2, N.Y. (TR 5-6285)
Cupples-Hesse Corp., 143 E. Kossageau Way, Des Moines 14, Iowa (AT 8-2700)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (TA 7-7400)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Gaw-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N.Y. (ST 8-2900)
Heck Envelope Co., 4900 Cortland St., Chi. 39, Ill. (CA 7-2400)
Quality Park Envelope Company, 2530 Como Ave., St. Paul 1, Minnesota
Rehberger Envelope Co., 72 Clarissa St., Rochester 14, N.Y. (HA 2404)
The Standard Envelope Co., 1600 E. 30th St., Cleveland 14, O. (FR 1-3900)
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0892)
Tension Envelope Corp., 270 Madison Avenue, New York 16, N.Y. (LE 2-6121)
Transo Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (BR 6-0914)
Transo Envelope Co., 25 West 13th St., Jersey City, N.J. (IE 4-1587)
United States Envelope Co., Springfield 5, Mass. (RE 6-7211)
United States Envelope Co., 217 Broadway, N.Y. 1, N.Y. (RA 7-5700)
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp., 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Heck Envelope Co., 4900 Cortland St., Chi. 39, Ill. (CA 7-2400)
The Savdon Company, Inc., 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2510)
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0892)
The Wolf Envelope Co., 17401 E. 22nd St., Cleveland 1, O. (FR 1-8470)

FOREIGN MAILINGS

DeMunster MV, Willemsoorparkweg 112, Amsterdam, Holland
Sando Rocks & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1551)
Henry Webel & Associates, Thornycroft, Scarsdale, N.Y.

IMPRINTERS — SALES LITERATURE

Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 329 Newark Ave., Elizabeth, N.J. (EL 4-3887)
Bonded-Nationwide, 733 4th Ave., Brooklyn 32, N.Y. (SO 6-4819)
Coupon Service Corp., 37 East 18th St., N.Y. 3, N.Y. (OR 2-0160)
Drumcliff Advertising Service, Hillen Rd., Townon 6, Md. (VA 3-2980)
Mailings Incorporated, 35 West 13th St., New York 11, N.Y. (WA 9-5188)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)
West. Emp. Dir. Adv. Co., 612 Howard St., San Francisco 5, Calif. (QA 1-8500)
M. E. Moss & Co., 119 4th Avenue, Hartford 3, Conn. (JA 2-6505)
Sando Rocks Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)

LABEL PASTERS

Fulderin Machine Co., 281 North St., Teterboro, N.J. (HA 8-1041)

LABELS

Dennison Mfg. Co., Framingham, Mass. (FR 2-3511)
Alien Hollander Co., Inc., 135 Grand Avenue, New York (WA 9-5188)
Penny Label Co., 9 Murray St., N.Y. 7, N.Y. (TR 7-7771)
Tompkins Label Service, Frankford and Allegheny Aves., Phila. 84, Pa. (RE 9-0878)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2196)
Robert Straub & Co. 111 W. Jackson Blvd., Chicago 6, Ill. (WA 2-1881)

LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BR 2035)
Woodbury & Co., Inc. Chadwick Square, Worcester 2, Mass. (PL 4-1731)

LETTERS

Responda-Letter 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)
Responda-Letter 520 Fifth Avenue, New York 36, N. Y. (MU 7-6339)

LIST FULFILLMENT SERVICE

American Press 200 S. 7th, Columbia, Mo. (GI 3-9731)

MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN
Valco Reproduction & Mailing Service, Inc. 1715 Ave. Z (SH 3-5235)

CHICAGO
Dowdell & Co., Inc. 330 N. Dearborn St. (10) (HU 7-1722)

CLEVELAND
Cleveland Letter Serv., Inc. 740 W. Superior, (13) (BU 1-8300)

Robert Silverman, Inc. 1270 Ontario Street, Cleveland 2, Ohio (CH 1-6575)

DETROIT
Advertising Distributors of America, Inc. 834 Bagley Avenue

Advertising Letter Service 834 Bagley Avenue, Detroit 2, Mich. (WO 3-8538)

Curtis & Burgis 610 Flinn-Marquette Bldg. (33) (WO 3-8538)

R. L. Polk & Co. 331 Howard St. (31) (WO 1-9470)

EAST ORANGE, NEW JERSEY
Merit Mailers Co., Inc. 26 Sterling Street, East Orange, N. J. (OR 3-3900)

Automatic Mailing Service 929 Newark Ave., Elizabeth, N. J. (EL 4-3887)

HOUSTON
Premier Printing & Letter Serv. 620 Texas Ave., (2) (CA 7-4145)

LOS ANGELES
Krupp's Adv. Mailing Serv. 2390 W. Pico Blvd. (6) (DU 5-3421)

MARION, OHIO
Fulfillment Corp. of America 881 W. Center St. (Tel: 2-1187)

MILWAUKEE
The Carr Corporation 1319 North Third St., Milwaukee 12, Wis. (BR 4-4246)

MONTREAL, CANADA
Commercial Letter & Litho Inc. 350 St. James St. West (AV 9-0297)

NEWARK, NEW JERSEY
Automatic Mailing Service Inc. 560 Belmont Ave., (5) (TA 4-0801)

NEW YORK CITY
Advertisers Mailing Serv., Inc. 45 W. 18th St. (AL 5-4500)

Ambassador Letter Serv. Co. 11 Stone St., (4) (BO 9-0697)

Cardinal Direct Mail Corp. 2 Broadway, (4) (WH 4-3722)

Century Letter Co., Inc. 48 E. 51st St., (10) (AL 4-8900)

Chase Direct Mail Service Corp. 15 E. 46th St., New York 17, N. Y. (MU 7-2390)

Mary Ellen Clancy Co. 250 Park Ave. (17) (YU 6-7833)

Coupon Service Corp. 27 East 18th St. (OR 3-4160)

Elite Letter Co., Inc. W. 32nd St. (1) (PE 6-1482)

Mailings Incorporated 55 West 13th St. WA 9-5188

Mailograph Company Inc. 39 Water Street, New York 4, N.Y. (BO 9-7777)

The St. John Assoc., Inc. 45 E. 45th St., New York, N.Y. (MU 2-5377)

Surety Letter Service 7 East 42nd Street, New York, N.Y. (MU 2-5377)

Thyme Letter Serv. Corp. 43 East 19th St., (3) (AL 4-0174)

PHILADELPHIA
Connell Organization, Inc. 1010 Arch St., (7) (MA 7-8133)

Woodington Mail Advertising Serv. 1304 Arch St., (7) (RI 8-1840)

PITTSBURGH
Advertisers Associates Inc. 1027 Penn. ave., (22) (AT 1-6144)

ROCHESTER
Ayer & Streib 15 South Ave., (4) BA 5-6340

SAN FRANCISCO
The Letter Shop 67 Beale St. (BU 1-6564)

WESTFIELD, NEW JERSEY
The Union Business Bureau 7 Elm St. (WE 2-8393)

OSLO, NORWAY
Rhapsodisentralen A. S. Rhapsodisentralen, Rindshugstuen 8

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)

The Coillidge Co. 125 East 23rd St., N. Y. C. 10 (AL 4-8878)

Dependable Mailing Lists Inc. 381 42d Ave., N. Y. C. 18 (MU 4-6921)

Walter Drey, Inc. 323 N. Michigan Ave., Chi. 1, Ill. (PI 6-4180)

Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

Dunhill Int'l List Co., Inc. 55 East Washington St., Chicago 2, Ill. (DE 2-0580)

Quill Co. 160 Eagle St., Englewood, N. J. (BR 9-0461)

Walter Karl 1 Gramary Park, New York 3, N.Y. (OR 4-0402)

Lewis Kield Co. 25 West 45th St., New York 36, N. Y. (JU 2-6830)

Willa Madden, Inc. 315 4th Ave., N. Y. C. 17, N. Y. (SP 7-7460)

Monthly Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3880)

Names Unlimited, Inc. 352 Fourth Avenue, New York 10, N. Y. (CO 6-2454)

People in Places, Inc. 136 W. 52nd Street, New York 19, New York (CO 5-8616)

Planned Circulation 19 West 44th St., New York 36, N.Y. (MU 7-4158)

William M. Profit Associates 585 Main St., East Orange, N. J. (OR 3-2233)

Roeham Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-6460)

Sanford Evans & Co., Eds. 156 Lombard Ave., Winnipeg 2, Manitoba, Can. (92-2151)

William Stroth, Jr. 508-570 54th St., West New York, N.J. (UN 4-4800)

James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESES WITH LISTING BELOW OF COMPILERS & OWNERS

Direct Mail Users 18,500 (Reporter of DM)

Dog Owners List over 2,000,000 (Western Empire)

Fund Raising Lists (Wm. M. Profit Associates)

New Car Buyers Midwest and Western States (Gle. Letter Service)

Pet Shops, 4000+ Pet supply jobbers, 500+ Cat breeders, 500+ (All Pets)

Public Relation & Promotion Lists (Wm. M. Profit Associates)

MAILING LISTS — COMPILERS & OWNERS

Active Equipment Supply 1388 Jericho Tpk., New Hyde Park, N.Y. (FI 3-4702)

Albert Mailing Lists 120 Liberty St., N. Y. 5, N. Y. (RE 2-7373)

Allison Mailing Lists Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)

All-Pets Magazine, Inc. 74 Darling Place, Pond du Lac, Wis. (WA 2-0980)

Associated Advertising Serv. 513 Willow St., Port Huron, Mich. (TE 3-7772)

Bodine's of Baltimore 501 E. Preston St., Baltimore 2, Md. (TE 7-9400)

Bookbuyers Lists 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)

Bord's City Dispatch, Inc. 228 E. 23rd St., N. Y. 10, N. Y. (OR 3-3250)

Buckley-Domen 535 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3662)

Catholic Lally Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)

Creative Mailing Service 460 N. Main St., Freeport, N. Y. (FR 8-4830)

Directory of Asana, Gale Research Co. 1118 Book Tower, Detroit 26, Mich. (WO 1-9985)

Walter Drey, Inc. 323 N. Michigan Ave., Chi. 1, Ill. (PI 6-4180)

Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (OX 7-6767)

Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 3-7290)

E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9402)

Fairchild Lists, Fairchild Publications Inc. 7 E. 12th St., N. Y., N.Y. (AL 5-5252)

Gle. Letter Service, 723 Third Avenue South, Minneapolis 2, Minn. (FE 3-3471)

Fritz S. Hofheimer 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6450)

Industrial List Bureau Webster, Mass. (WE 3780)

Jewish Statistical Bureau 320 Broadway, New York 7, N. Y. (BS 3-4230)

Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3180)

Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 3-3900)

Official Catholic Directory 12 Barclay St., N. Y. 5, N. Y. (BA 7-5900)

Palmer Lists 2433 Grand Concourse, N. Y. C. 58 (SP 2-2446)

Paramount Mailing Lists 77-14 138th St., Flushing 67, N. Y. (JA 4-8472)

R. L. Polk & Co. 401 Howard St., Detroit 21, Mich. (WO 3-9470)

W. S. Panton, Inc. 41 Honeck St., Englewood, N. J. (EN 4-5200)

Precision Equipment Co. 3718 Milwaukee Ave., Chicago 41, Ill. (AY 2-3235)

Reform Mailing Service 385 Main St., East Orange, N. J. (OR 3-3900)

R. L. Rashmir 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-3180)

Reporter of Direct Mail Adv. 224 7th St., Garden City, N. Y. (PI 6-1837)

Research Projects, Inc. 55 West 13th St., New York, N. Y. (JU 2-6430)

The Speed Address Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5923)

William Stroth, Jr. 508-570 54th St., West New York, N. J. (UN 4-4800)

W. E. Watson Corp. 28 Hanse Ave., Freeport, N. Y. (FR 9-8312)

Zeller and Letica, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-6378)

MAIL ORDER AGENCIES

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

MAIL ORDER CONSULTANT

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-4144)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0092)

MATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)

MERCHANDISE FOR DIRECT MAIL

Sloan-Ashland Div. Elec. Eng. Prod. Mdse. Mart, Chicago 54, Ill. (DE 7-0717)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 3-0700)

MIMEOGRAPHING-OFFSET

Surety Letter Service 7 East 42nd Street, New York, N. Y. (MU 2-5377)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells Street, Chicago 6, Ill. (ST 7390)

Mack Type Co., Inc. 55 Fulton St., N. Y. 7, N. Y. (BE 3-1687)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors, Inc. 424 East 47th St., Detroit 26, Mich. (ME 2-3000)

Merit Mailers 26 Sterling St., East Orange, N. J. (OR 3-3900)

West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Cal. (OA 1-8500)

PACKAGING

Coupon Service Corp. 37 East 18th St., N. Y. 3, N. Y. (OR 3-0100)

Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 3-3900)

PAPER MANUFACTURERS

American Writing Paper Corp. Holyoke, Mass. (AP 4-1544)

Appleton Cast Paper Co. 1250 N. Meade St., Appleton, Wis. (AL 4-6911)

Byron Weston Company Dalton, Mass. (NE 9-8551)

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Fraser Paper, Limited 420 Lexington Ave., N. Y. 17, N. Y. (LE 3-0580)

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Hammermill Paper Co. Erie, Pa. (Tel: 4-7101)

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International Paper Co. 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)

Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-3511)

Peninsular Paper Co. 118 West First Street, Dayton 2, Ohio

Mohawk Paper Company Cohoes, N. Y.

Neenah Paper Co. Neenah, Wis. (Tel: 2-1281)

Nekoona-Edwards Paper Co. Port Edwards, Wis. (Tel: 3111)

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Horan Engraving Co., Inc. 44 W. 29th St., New York 1, N. Y. (MU 9-8345)

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JJK Copy Art. 165 West 40th Street, New York 19, N. Y. (PL 7-0233)

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Largene Press, Inc. 124 White Street, New York 13, N. Y. (WA 5-7325)

St. Marys Printing & Litho. 323 South Wayne Street, St. Marys, Ohio

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PRINTERS — LETTERPRESS & LITHOGRAPHY

Merit Mailers 26 Sterling Street, East Orange, N. Y. (OR 3-3900)

Paradise Printers Paradise, Pa. (OV 7-8200)

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James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

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National Creative Sales Inc. 18 E. 48th St., N. Y. 17, N. Y. (EL 5-0025)

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Fulfillment Corp. of America, 381 W. Center St., Marion, O. (Tel: 2-1187)

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SYNDICATED HOUSE MAGAZINES

The William Feather Co. 9008 Clinton Rd., Cleveland 9, O. (AT 1-4132)

The Henry F. Henrichs Publications, The House of Sunshine, ...Litchfield, Ill. (286)

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The Fontainebleau at Miami Beach, one of America's most outstanding resort hotels, is an intriguing blend of the old world and the new. This ultra-modern edifice tastefully combines the latest in luxurious living with the splendor of lavish antique French decor. Further expression of this elegance was displayed in the choice of Rising's Line Marque Paper for guest stationery . . . a fine example of modern paper with a handmade air.

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Rising

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

THE FRONT PORCH moved during September to Suite 300B in the Sheraton Park Hotel in Washington, D. C. . . . so this month's column will be devoted to reporting our observations on the two direct mail conventions.

Our theme for the report could be labeled "Peace on the Potomac." With a few reservations. But there actually was more "peace" than in past years. In reporting the Washington convention of five years ago . . . it was necessary to mention some of the behind-the-scenes turmoil even though we couldn't tell the whole story then. Last year in New York the bickering was more than behind the scenes. It broke out in the open at the business meeting and in various sessions around the corridors of the Statler Hotel.

This year, the MASA (Mail Advertising Service Assn.) and the DMAA got together in the same city, same hotel and consecutive dates . . . after being separated for a number of years. The warring parties of past years seemed to forget differences and there wasn't a single dissenting voice at the business meeting much to the surprise of the worried chairman. Even the ATCMU (Associated Third Class Mail Users) annual meeting seemed to be a peace-pipe-smoking affair between ATCMU and DMAA brass who had previously squabbled. And to top the climax . . . the house detectives at the Sheraton Park were *wonderful* and I mean it. They actually cooperated in keeping confusion at a minimum . . . and this reporter will be eternally grateful.

But let's get on with the observations. The MASA convention (running from September 7 to 10) was the usual lively affair. It's a close-knit group with similar interests. Good attendance. Meetings well attended . . . but restricted to members or prospective members only. Parties fine . . . but as usual, the annual banquet and closing luncheon were plagued by godawful long-winded introductions. Everyone tickled pink that 1957 Miles Kimball Award went to Harry Maginnis of ATCMU. He certainly deserved it for his fight against postal rate increases . . . but primarily for selling the Senate Committee on the necessity for a postal policy on public services before rates can be fixed for commercial services.

Biggest snafu of MASA convention was exhibit hall. Away down in basement. Hotel had hoped to get escalator installed before convention. It wasn't. So traffic was very light and exhibitors kicked. We oldsters couldn't navigate the long flight of stairs. Conditions were slightly improved during DMAA convention as there was a larger crowd and exhibitors staged a cocktail party in the hall night before official opening. An innovation . . . and handled just right. Also the exhibitors provided on all three days a coffee bar. For the benefit of those who departed early, we can report that the escalator was finally completed about fifteen minutes after the convention officially ended

at 2 p.m. on September 13. This reporter took one of the first rides up from the deserted hall.

I thought the DMAA convention program was fine. Some of the oldtimers grumbled . . . but I noticed that these complainers spent most of their time in the bar or at cocktail parties. Program chairman, Harry Hites of Kiplinger's, certainly satisfied the complaints of the younger people who previously griped about long-winded speeches. There were really only three major speeches. General Chairman Austin Kiplinger made the keynote address at opening luncheon.

It was just right . . . and short. Arch Booth, executive vice president of the U. S. Chamber of Commerce, made a dramatic, pictorial presentation of what's ahead for all of us in future years. Set a good tone. The mail order and industrial departmentals were lively and well handled. There were so many competent counselors . . . no one could talk too long. Highlights worth recording will appear in future Reporters or DMAA Newsletters.

The Military Party on Wednesday night was good (we thought). Some grumbling (as usual). But the boys in the armed services chorus were equally as good as the Make Way for Youth, emotion-packed show in Detroit. Maybe we just happened to be in the mood.

The College of Direct Mail Knowledge scheduled for Thursday morning was the best innovation in programming since the invention of Circles of Information back in 1949 (New York). But I told Harry Hites and Bob Dale, who acted as chairman, it hadn't been presold. That is, when I first saw the list of seventeen professors I thought it would take a week to hear their stories. Think other delegates were confused too. But it worked out wonderfully, except for a few flaws which can easily be corrected. There were actually ten distinct school or classroom areas separated by curtains (some too close together). There were four class periods during morning and both professors and students moved to areas and classes of their choice. Some professors delivered their brief outline talks two or more times. This was the real payoff for the newcomers, or other neophytes who wanted the true lowdown on every conceivable phase of direct mail. Hope this innovation will run a full day in the future . . . with classrooms separated better and with whole ideas explained more clearly in advance.

The ATCMU annual luncheon Thursday noon was a sellout. Freshman Congressman Charles O. Porter from Oregon was a knockout even though some few felt he was a little bit too hard on PMG Summerfield. His demand for Summerfield's resignation received nationwide press coverage.

The afternoon Market Place under direction of Joe Callahan of McGraw-Hill was well attended as usual. I still think it should be a first day affair so people can get acquainted with others in same line of business. The fourteen tables with 75 counselors operated from 2:30

p.m. until way past six in some cases. Everyone seemed pleased.

Can't say so much for Thursday night party. International Bazaar and Buffet featuring foreign dancers a good idea . . . but foreign folk dancing not very exciting for a jaded convention gang. At any rate, it was fun being together . . . and at least this reporter enjoyed having his three sons all in one spot for the first time in many years.

The Circles of Information on Friday morning, chairmanned by Red Dembner, were the usual success. But copy tables too jammed. And you should have seen the Postal Affairs "table." Had to be moved to a private room to accommodate the hundreds who showed up to shower Ed Riley of the Post Office Department with questions on zoning, rate raises and such. Ed lived through it.

The closing luncheon was just right. John L. McQuigg, vice president and Detroit manager of J. Walter Thompson Co., made the best talk I've ever heard by an agencyman about direct mail. We are trying to get from him the part of his remarks about need for personnel training. Should wake up some of the college professors around the country. More later on the subject.

As the convention came to a close . . . it was announced that Ted V. Bihler, business manager of Journal of Commerce, New York, became new chairman of DMAA board, succeeding William Merriam of Washington. Colin Campbell, vice president of Campbell-Ewald Co., Detroit, was elected board vice chairman for U. S. members, and R. Douglas Myles, manager, magazine circulation of Maclean-Hunter Publishing Co., Toronto, vice chairman for Canadian members.

Elected to the board of governors were: S. Arthur Dembner, circulation promotion director, Newsweek Magazine, New York; R. J. Foster, advertising manager, Henry Field Seed and Nursery Co., Shenandoah, Iowa; Howard M. Turner, sales promotion manager, James Lees & Sons Co., Bridgeport, Pa.; H. Kurt Vahle, vice president and director of sales, Cupples-Hesse Corp., St. Louis; John H. Warner, life advertising manager, Aetna Life Insurance Co., Hartford; and Ferd Ziegler, vice president, McCann-Erickson, Inc., New York.

Now for a few miscellaneous notes about the conventions. Giles McCollum of Reuben H. Donnelley was elected president of MASA. A good choice. MASA will meet with DMAA in St. Louis during September 1958 . . . but will separate again thereafter. DMAA will go to Montreal in 1959 and to Miami Beach in 1960. MASA still insists it must go to cities with strong local chapters (to do the work.) DMAA has announced that in future all laborious promotion, programming and detail work will be handled by professionals from headquarters . . . thereby relieving local committees. It's about time. Those local fellows and gals in Washington were worked too hard. The association is in good financial condition . . . according to treasurer's report (possibly accounting for some of the "peace on the Potomac.")

For the statistical records: DMAA had 833 fulltime registrations, but partial attendees at special sessions or parties brought figure up to 1,103. Note for future: Arrangements should be made with hotel to extend check-out hour on last day. Spoils closing luncheon to have delegates ducking out to pack up.

Parties? Yes . . . there were many of them around the hotel. Too many to visit all of them . . . and those vast wings and long halls of the Sheraton Park are murder on wornout legs. Tried to get in to see Mack Beresford (James Gray) run clips of the tour of their plant staged by the Tonight Television Show . . . but couldn't make it.

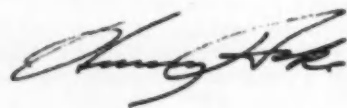
Gratian Meyer of General Office Services pulled about the best stunt of convention. Hired limousines to meet trains and planes and transported about 57% of the delegates to hotel.

There was much talk around hotel of need for enforcing Code of Ethics. Some of the bad boys are getting direct mail in dutch with public and press. I can report that there was a private meeting on last day between members of Code of Ethics Committee and DMAA officers. I can't at this time reveal results . . . but something will happen soon. You will be given full details.

And now for a frank statement on the only real trouble during "peace on the Potomac." There was so much scuttlebutt about it . . . want you to have the facts. Much to our sorrow one of our best buddies had a serious accident in our suite. It was a silly, absolutely unexpected accident. It was the evening before the day DMAA convention opened. Always a big night with early arrivals. The suite was jammed. Al Stillson of Eastman Kodak was playing the piano with a crowd of singers doing their stuff. Bill Dick, advertising manager of Smith, Kline & French Laboratories, Philadelphia, was among the singers. Bill wanted to go to another room but couldn't get through the crowd. So he tried to step around behind the TV set. He tripped on wire, caught his foot under the speaker support and broke leg badly. We had to clear out the guests as quickly as possible. The house officers were wonderful. They stepped in and got a doctor and ambulance. Mary Lou Groves volunteered to help as a registered nurse. I was sick about the whole mess as Bill and I have been chumming around at DMAA conventions for many years. But when I talked with him at hospital, he was cheerful and said it was just "one of those things." He'll be laid up for many weeks with his multiple fracture. At least Bill set some sort of record . . . he's the only person who ever had his leg broken in The Reporter suite. And I hope . . . the last.

That's about the end of the 1957 convention story. It was a hectic week. Don't know how we lived through it. Spending several days in the Garden City office while Pete is out in Chicago at paper convention. Seem to be getting along fine without the old man in an adjoining office. The front porch in Clearwater will seem mighty peaceful after the hullabaloo of Washington and New York. It (the front porch) has been going through some alterations during the summer. Will tell you about it next month.

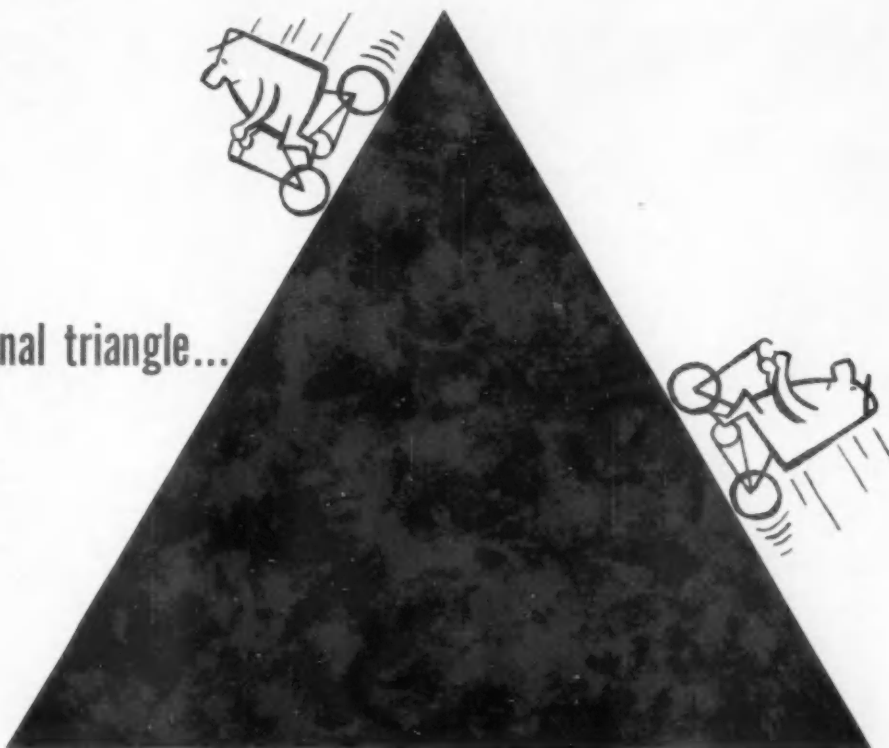
Good luck always,



3 Bluff View Drive
Clearwater, Florida
Telephone: 3-7970

P.S. Nearly forgot. Best laugh of week was . . . Bob DeLay of Chicago got in very late one morning and when he stepped into the self-service elevator for his floor . . . there was a baby kangaroo. Actually. You can imagine what Bob thought had happened to him. But it was a pet of a permanent guest. Anything can happen at a DMAA convention and it usually does.

the eternal triangle...



solved at last!

Eternal, described by Mr. Webster as being "everlasting, existing at all times, continuous" *ad infinitum*, at last is solved.

The triangle being, of course, *you* (the direct mail advertiser), the *vehicle* (or envelope) that carries your message to the third point, His Majesty the *prospect*.

While His Majesty may be willing to buy, first he must be reached. He must be attracted and *impressed* by the envelope, so that he will *open* the envelope and read your message!

Cupples-Hesse provides the kind of envelopes that compel your prospect to stop, open the envelope, read the message, buy something.

Ask for samples of our envelopes and you'll see why they solve the eternal triangle by making not only a friend, but a *customer*, out of the third party!



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Ultra SPEED=Ultra SAVINGS With *ZONED Occupant Mail

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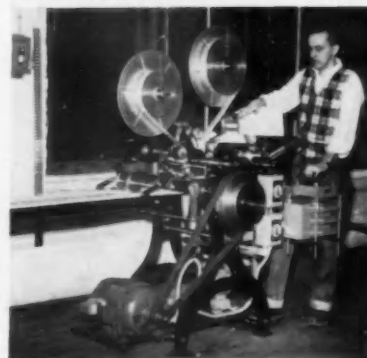
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*Postal Zone numbers speed your sales message . . . make our 98% deliverability a proved performance—(Post office officials are considering mandatory zoning of 3rd class mail). Storing is again OUT FRONT . . . all Storing Occupant Mail is address zoned wherever zones have been established.

ANOTHER Storing and

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FIRST in SERVICE!

New high speed equipment, zone number address plates, fit into an assembly line production that enables us to place "The Nation's Homes at Your Fingertips" accurately and efficiently. **RESULT**—faster (zone identified) delivery . . . 98% mail deliverability . . . substantial labor savings costs to you!

For your next direct mail campaign . . . consider the advantages of Post Office Zone Number address plates and continuously revised street addresses in the smaller cities, towns, villages and rural communities . . . the time and cost saving of Storing operation.

Phone or write us for detailed information—at Storing the best costs less!

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